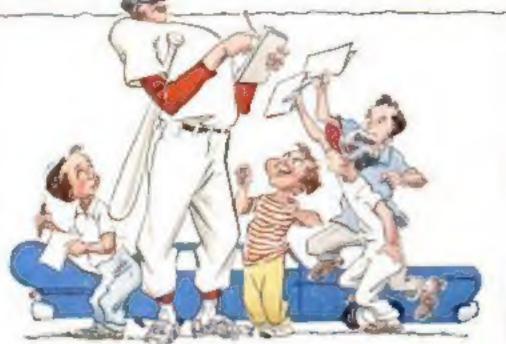
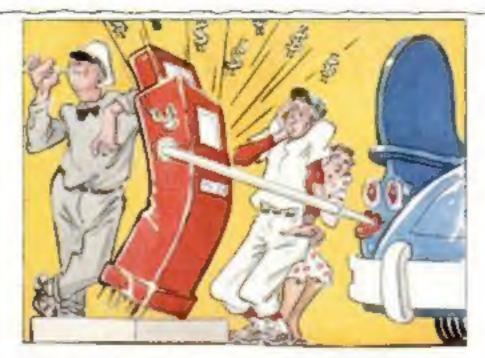


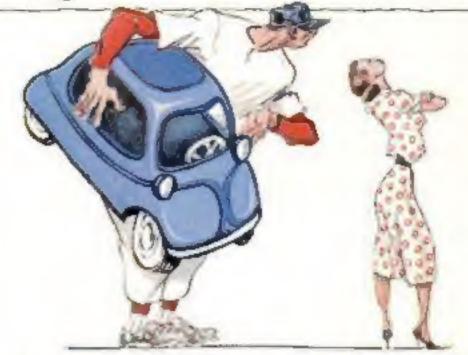
THE PITCHER WHO BATTED 1,000 by William William



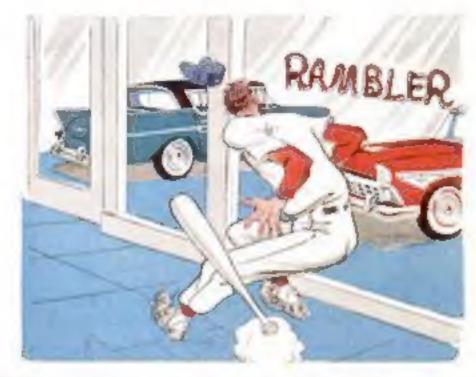
Once there was a pitcher, believe it or not, who batted 1000. How? When he hit the majors, he wanted the finest car ever . . . so he bought the biggest one ever.



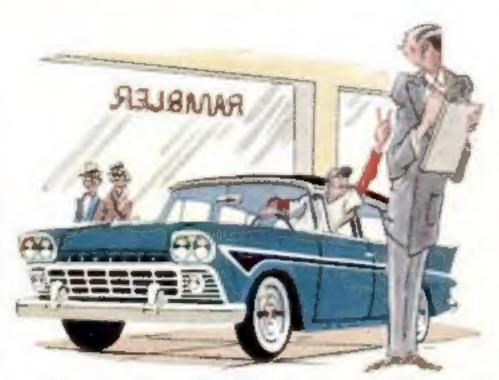
But after his wife drove it, and watched it guzzle gas, she said: "Southpaw, on this one you struck out. Get me something we can afford!"



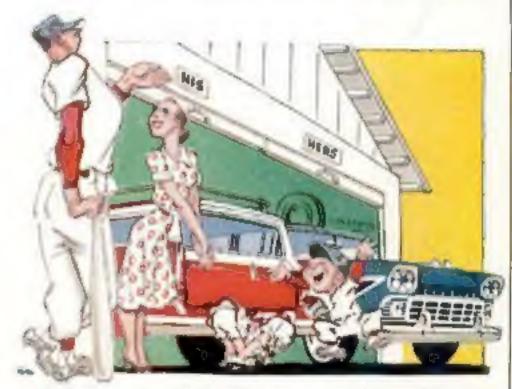
He got her a little European car. It just sipped gas, but wouldn't even hold four for bridge. Said his wife: "You're headed for the sand lots!"



"Women!" he grouned, and sought a friendly haven.
But on the way he saw a Rambler showroom. "Wow!"
said he, "big car room, European car economy!"



He saw all-new Rambler jet stream styling, pushbutton driving . . . heard of Rambler's record economy. "Give me two," he said.



This time, the Little Woman gave him a big kiss and said: "Southpaw, with Rambler, you've batted a thousand!" So will you, neighbor.

1 Get American big car room and comfort

2 Get European small car economy, handling case

Get the Best of Both-Go Rambier!



Get the cor with the fastest sales-growth in the U.S.A.—up 65%! Get Pushbutton driving, reclining seats, twin travel beds. Get easiest driving, turning, parking, garaging. Choose from the new improved

Rambler Economy 6, the new Rambler Rebel V-8, the luxury Ambassador V-8 by Rambler . . . and the sensational 100inch-wheelbase Rambler AMERICAN.

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\$1789

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisconsin, including federal taxes

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NOW! A man's way to check perspiration odor —goes on in seconds ... works for 24 hours!

- Trig is a man's product—the scent, the color, the works! Goes on a man's way—rolls on in seconds!
- Trig goes right to work—underarm hair can't block it out. Trig delivers positive protection—man-size protection that lasts right around the clock.
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This One



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'Lady' conquers London 20

The London premiere of My Fair Lady, great American musical with English stars and story, turns longstanding British skepticism into a great Anglo-American theater triumph.



LEADING LADY'S JOY

47

Big show in Brussels

Color photographs show off the spectacle of Brussels Fair where U.S. vies with U.S.S.R. and a bachelor king is confronted by

11 eligible princesses.



FIREWORKS AT ATOMIUM

Soraya in Bermuda

LIFE's exclusive pictures intimately portray the busy but lonely Bermuda holiday taken by beautiful woman who was cast off as queen of Iran.



BORAYA FISHING

Measuring the world 124

To find the exact size and shape of earth, U.S. scientists measure mileage from Kibuku to Abu Qarn in Africa. How? By geodesy. Why? The missile age.



MEASURING AFRICA

Boom in a violent art 82

Expressionism, the violent, emotion-packed art that flourished in Germany before World War I, is now having a worldwide revival -eight pages in color.



EXPRESSIONIST PORTRAIT

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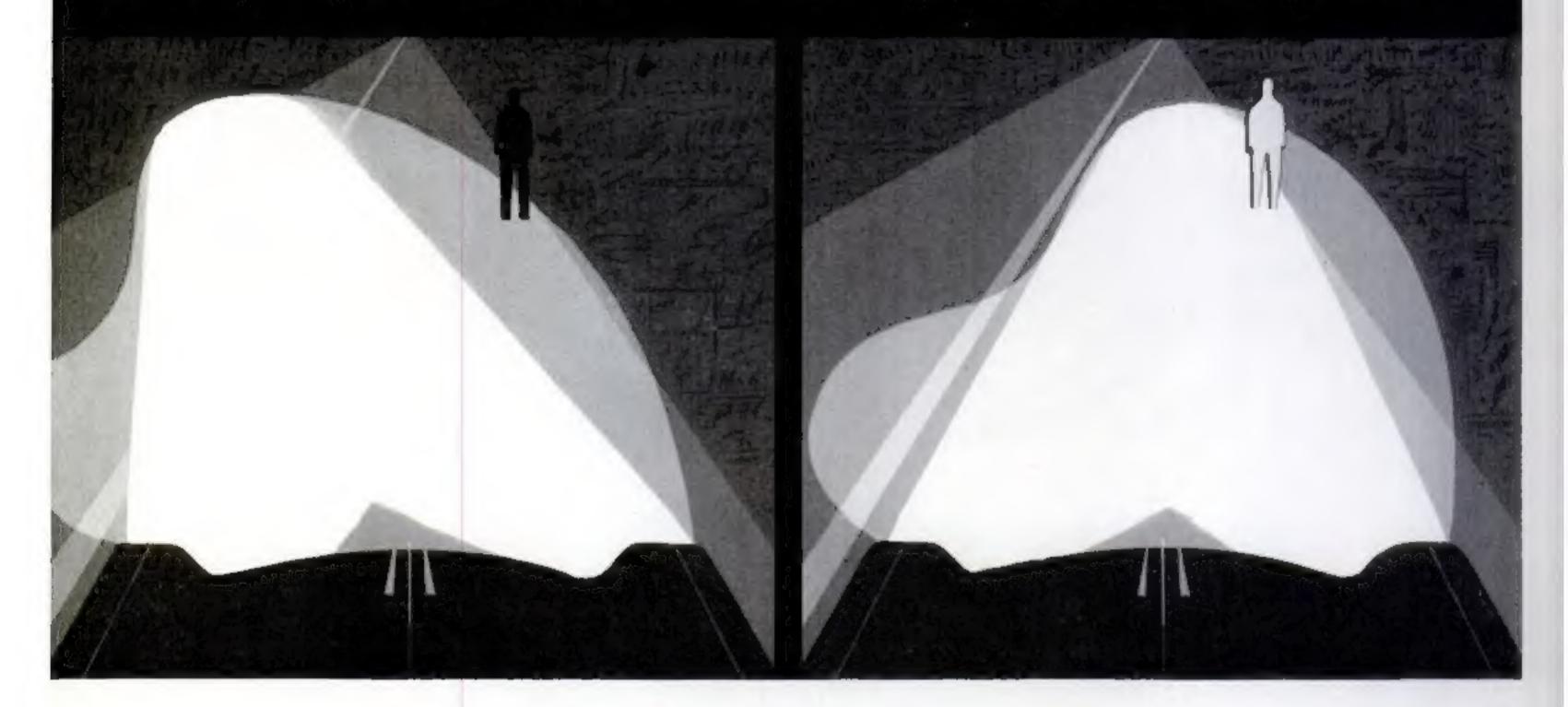
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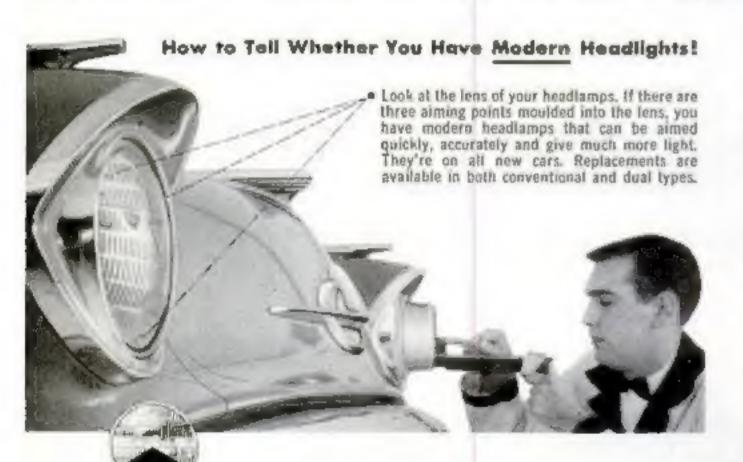


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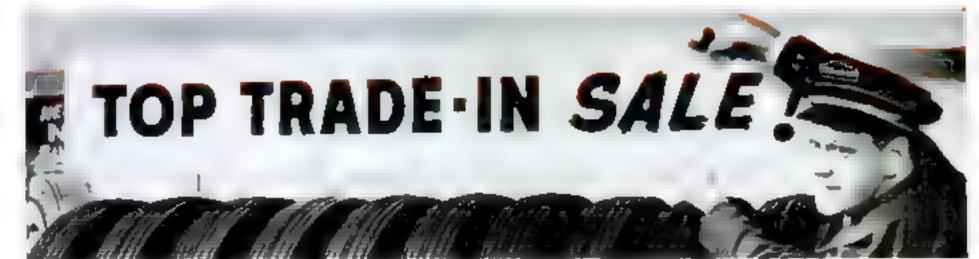


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New restful comfort! New buoyant firmness! New spring support! And the all-new Beautyrest actually costs least to own!

Heat is contenting acws for all who value their rest and their budget: The world's finest mattress has been made finer, firmer—and designed to last longer and cost less than any mattress you can buy.

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Single-bed comfort in a double bed!
Beautyrest alone has separate springs.
No rolling together. Heaviest nusband cannot disturb his wife's rest

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Name the little "strong men"! Enter Simmons "Win a Mattress Full of Money" \$75,000.00 Contest. See your dealer now!



An ordinary mattress has 200-300 springs. Wired together, they say together. Not free to push up and correctly support the shape of your body. "Sag support" is bad for your back, comfort, and rest



New Beautyrest has over 800 separate sources. If ke are testrong men "each spring is powers are sed and tree to pass back and support your whole body with mere back and subject to pass fromess.





New Norelco Speedshaver

Just introduced, it is amazing men with a shave that's razor-blade close, yet easy on the face as only Norelco's rotary blades can be!

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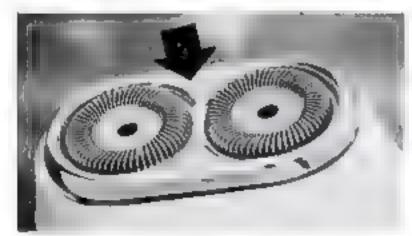
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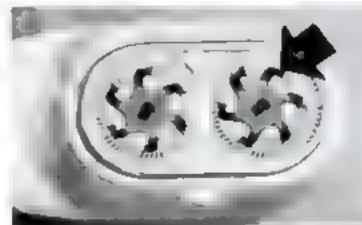
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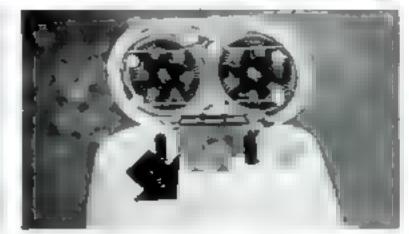
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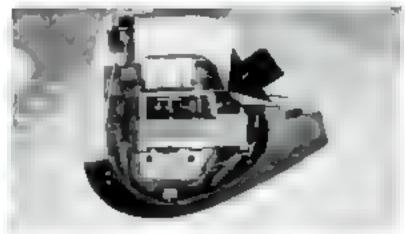
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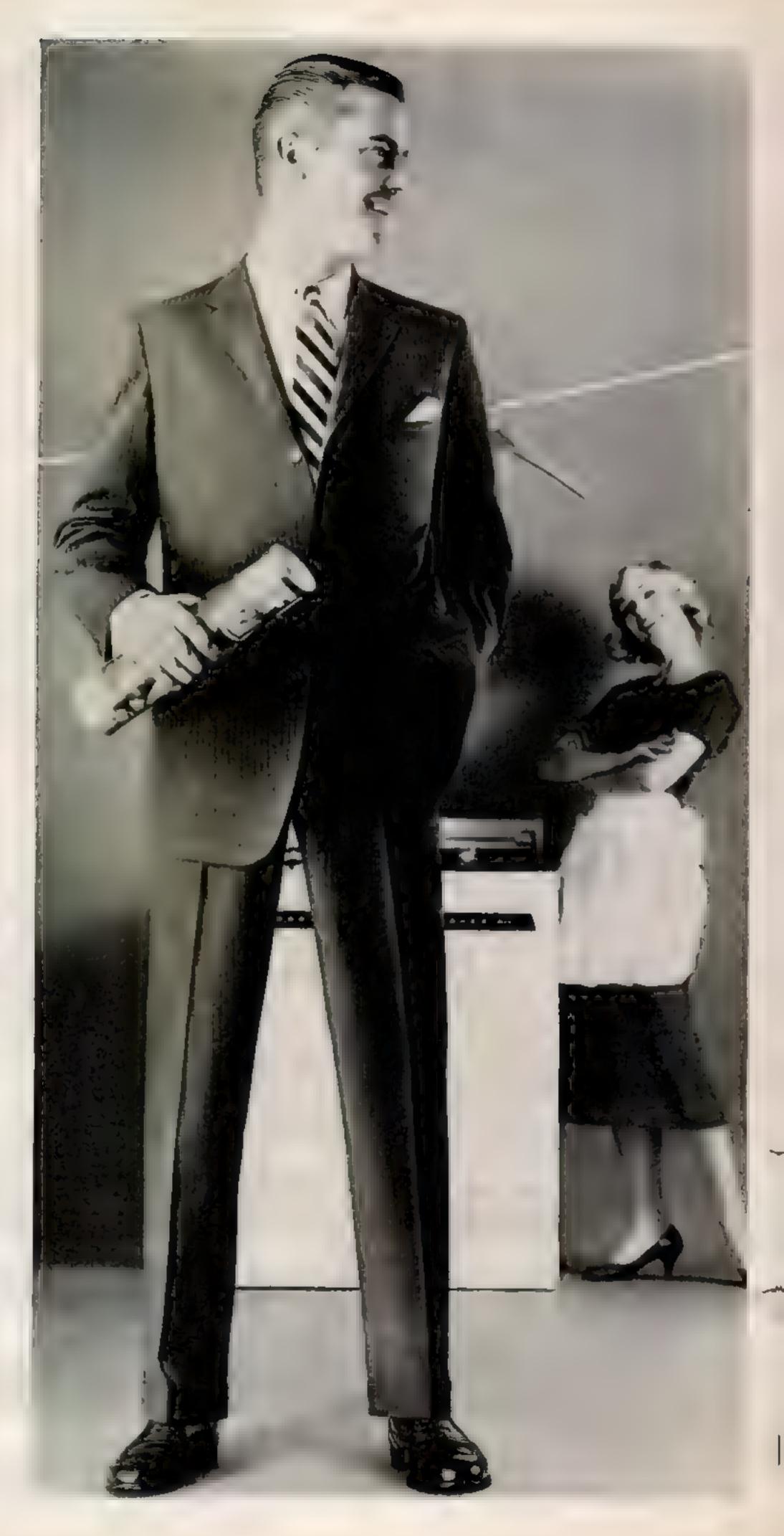
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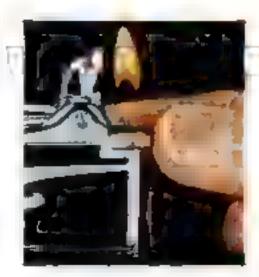
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Fuels in seconds!



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LETTERS TO THE EDITORS

FAMILY ZEST FOR LEARNING

Surs:

"Family Zest for Learning" (LIFE, April 21) was truly the key article in your series. Too many parents, even the intelligent and well-educated, become so enmeshed in their own social and business affairs that they give little thought to their children beyond the doily necessities

JOANNE GAGE HARTMAN

Syras use A 1.

Sirs

Let us how our heads for children such as mine, whose unlettered mother unlike Mrs. Little prefers to bathe privately and has no time for "mawth in the bawth." What chance have they to become civilized and cultured?

MRS CHARLES W. NIBLICK

East Chicago, Ind.

EDITORIAL

Since:

Your editorial, "Painful Crisis, the Long Hard Cure" (LIFE, April 21), in superb.

Yes, parents are lackedamical but the professional educators, through controlled P.T.A. meetings, have made them that way.

Parents are told over and over again they are not exports and dure not criticize our school experts. We are even told not to teach our children at home or we are encroacting on the school. But if the child falls belund, the parents are told it is their fault.

MRS, DON DAVIDSON

Minneapolis, Minn.

Stra:

Your editorial states that the N.E.A. threw "cold water" on plans to improve language teaching in the seventh and eighth grades. Then you carried this "There were other ways," a new N.E.A. pamphlet begins, 'than the use of language such as gestures, facial expressions and actions, for communicating one's attitudes and warm feelings of friendliness to foreigners!!" Then you added: "This intellectual effrontery, praise be, no longer goes unchallenged in educational

N.E.A. has never taken a position throwing "cold water" on language teaching in grades seven and eight or any other grades. The quotation is completely taken out of context from a pamphlet issued by the association for supervision and curriculum development, a department of the N.E.A. It is from an introductory statement about the trip around the world taken by one of the authors. After pointing out that at least 25 different foreign tongues would have been required to have had language facility in Europe, the Middle East and Asia, the introduction went on:

"However in most places throughout the world there were native peoples who in some manner could speak English. . . . When English was not spoken, there were other ways than the use of language, such as gentures, facial expressions and actions, for communicating one's attitudes and warm feelings of friendliness for them, and interest in them and their problems. It was observed that when one remained long enough in a particular country words and expressions were soon learned which answered one's needs. This vocabulary grew out of actual situations and the desire to communicate with people in their language. The amount of this learning depended largely on the extent to which

these foreign friends spoke only in their own tongues." The conclusion of this pamphlet stated:

". . . Varied, successive, integrated foreign language experiences throughout the elementary curriculum

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2t N. V. Please address all subscription correspondence to J. Edward King, Usen'l Manager, LIFE, 540 N. Michigan Ave., Chicago II, III. Changes of address require three weeks notice. When

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would probably contribute to helping our future citizens to live more effectively and with greater mutuality here and abroad, with persons of different cultural backgrounds. The accomplishment of this goal is essential if America is to retain its role in democratic world leadership."

LYLE W. ASHRY Assistant Executive Secretary for Educational Services

National Education Association Washington, D.C.

 Although the quotation was from the introductory account, it does not seem to LIFE out of keeping with the pamphiet's philosophy and recommendations, viz.: "In general, foreign language in these recommendations is viewed not as a special subject in the elementary curriculum, but as a part of the social living and varied experiences of the children in school and in their community. Such an approach to the languages of the world's peoples should assist children who are growing up in an anxious world to develop attitudes of human understanding, and to accept and respect differences among peoples." ED.

Siesa

The reference in your editorial to Conant's and Woodring's "schemes" requires me to tell you that I think that both of them are dismal confessions of failure to understand the educational problem a democracy must try to solve. Both admit defeat before they start. Conant is much worse than Woodring much more frankly and unashamedly undemocratic or worse, antidemocratic. No one has tried to give, or even thought about the problem of giving, all the children the same quality of liberal-and I mean purely liberal-schooling at the secondary level. Yet both of them proceed as if that alternative were really impossible, and offer shoddy substitutes for the lower two thirds of the echool population.

The facts of individual differences of all sorts—in native gifts, in home backgrounds, in future occupational status-do not justify or require us to overlook the fact that all the children are human beings, all are destined to be politically and economically free men, to be estizens with ample free time for leisure activities, etc. On the basis of the Conant program how could we possibly expect two thirds of our future ratezens to use their free time constructively and problably in the liberal activities of leasure? How could we expect them to be good extraens? Or live a decent human life?

MORTIMER J. ADLER Director

Institute for Piolosophical Research San Francisco, Cabi-

FAMED MARJORIE IN THE MOVIES



MATALIE'S SLIP

In "Famed Marjorie in the Movies" (lark, April 21) Mrss Wood has ber hand right through the cottage

MRS, DON ENGLANDER Chambersburg, Pa-

window?

 Actors sometimes forget that paned doors in Hollywood frequently have no glass. But this slip by Natalie Wood before the still cameras does not occur in the movie. ED.

AQUATIC ADVENTURE DOWN UNDER

Sire

John Dominis' double spread picture introducing your feature on "Aquatic Adventure Down Under" (Live, April 21) is termic!

HOHERT F. STEINKE

Chicago, Ill.

Sirs:

Sincere congratulations on the magnificent pictures and text of your feature on surfing in Australia. They captured the essence of the drama, beauty and enjoyment, which Australians find in their favorite sport.

The one wry note is the reference to "a half-dozen

people" taken each year by sharks. I feel that it is time. this myth was exploded.

In the four states of Victoria, Tasmania, South Austraha and Western Australia there have been not more than 10 shark fatalities since 1900. In the warmer populated areas of New South Wales and Queensland (subtropical and tropical) there have been many more, but shark deaths of pleasure swimmers would not average more than one a year.

> S. S. BROWN Director

Australian News and Information Bureau New York, N.Y.

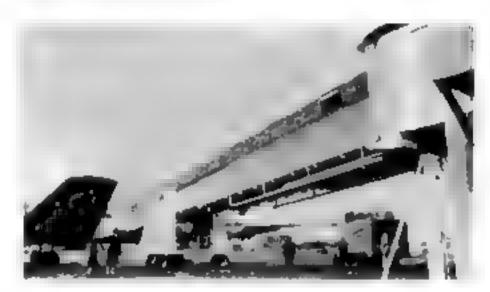
AIRPORT'S BRIDGE

SILE

United Air Lines' new mobile covered bridge is a long needed improvement for passenger comfort at airports ("Airport's Mebile Covered Bridge," Life, April 21). But it was difficult to see from your picture of the bridge just how it operates.

HARRY D. FREES.

North Hollywood Calif.



 Above is the bridge stretched to its full 107 feet. ED.

LANA'S PLEA FOR DAUGHTER

Stewa

But how long will American adolescent public opinrun be engrossed with this "Lann-type emotional inmaturity" coming out of Hollywood ("Lana's Plea for Daughter Is Real-Life Drama Triumph," LIFE, April 21)? How can the kids grow up if the parents won't? REV. LLOYD BENNER SCHEAR

Rockaway, N.J.

Stess

It was poor taste to reveal these intimate letters of Lana Turner Just what did they prove?

NAMES MALON

Worrester, Mass.

SIE

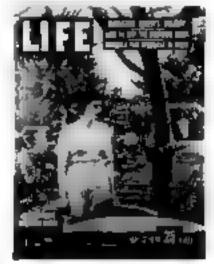
I was five when I learned it was impolite to read other people's mail

LEWIS P. BOSTLER JR.

Rector

St. Augustine's Episcopal Church Youngstown, Ohio

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CROWD AT OPENING NIGHT OF "FAIR LADY" BESIEGES DRURY LANE THEATER TO CATCH GLIMPSE OF CELEBRITIES, WHO COULD HARDLY GET THROUGH THRONG.

From Bernard Shaw

3/2/1948 AYOT BAINT LAWRENCE ..

If Pygmalion is not good owigh for your prisones with its own with masse, their talent must be altogether extraordinary.

Let them try Monert's Great for title, as it least offerbachs Great Declars.

PEPPERY POSTCARD from Soaw ret = 1 a 1913 respect to turn his Pagn an number masked comeds

BRITAIN IS SMITTEN BY

Nobody in England could believe any show from the U.S. was quite that good, and it became fashionable to say so. After two years people were perfectly prepared to dislike My Fair Lady as overrated and overpublicized. But this very skepticism was calculated to make the London premiere of the celebrated U.S. musical show one of the year's great events in Britain—greater, perhaps, than a cricket Test match. Last week it was all of that, and something else too. When the curtain rang down in the tamous old Drary Lanc everyone agreed it was one of the great Anglo-American triumphs.

Aside from skepticism, Britons all along had harbored a feeling that Fuir Ludy was a British possession which the Yankees had hijacked. It was based on the modern English classic by G. B. Shaw, who once violently refused to have it set to music (hft). (Finally, Writer Alan Lerner and Composer Frederick Loewe obtained permission through Shaw's estate.) Moreover, three of its stars—Rex Harrison, Julie Andrews and Stanley Holloway—were Britons who, having helped make the show on Broadway, were now coming back to play in their homeland.

The hig stampede of opening-nighters was as



10 000 FIRST NIGHT ORDERS HAD TO BE REFUSED

'FAIR LADY'

Clegantly dressed as London had ever seen. When the show started it was only politely received. Then Rex and Julie broke into The min in Spain stays mainly in the plain" and the audience melted. The applause started and kept growing as the tale of Professor Higgins and his cockney pupil Eliza swung along. At the end some critics had a few reservations about Fair Lady but the majority verdicts ran from "delicious" to "heavenly." And in the Drury Lane the applause was cut short only by the management who limited the actors to 10 curtain calls lest enthusiasm get out of hand.



TRIUMPHANT STARS, Rex Harrison and Julie Andrews, take curtain call to becoming applause at end

of the show. Ovation could only be stopped by the house orchestra striking up God Save the Queen.

BIG BUILD-UP AND BACKSTAGE AFTERMATH



THEATER EXCITEMENT at Drury Lane starts early as young volunteers carry preview programs in.

The big build-up before the opening was just as frenzied as the opening itself. Thousands of phonograph records of the show, ordered in advance, could not be sold until My Fair Lady opened and had to be mailed at the proper times to arrive next morning. A TV station spent days rehearsing singers in Fair Lady's score so it could be on the air at the first permitted moment-at midnight after the premiere. The standing-room line at the theater began forming 24 hours before curtain time. The box office was swamped with \$1 million worth of ticket orders, some for the year 1960.

Harrison and Julie Andrews were tense and scared when they reached the theater, even though, as one Londoner quipped, "they had 18 months of dress rehearsal in New York." When the show was over they knew they had done well-("I never sang better," said Julie) -but they felt more relief than real jubilation. They still had to awest out the long hours of waiting to see what the critics said (next page).



UNDAUNTED THEATER FAN Sir Louis Steeling. aged 79, comes to the opening with L.S. star Julie



NERVOUS REX cuts through the traffic-jammed street to reach Drury Lane stage door for opening.



Wilson (right). He had a fever of 101° but said,

JITTERY JULIE tugs at collar as she gets to the theater early for 7 o'clock opening of the show.



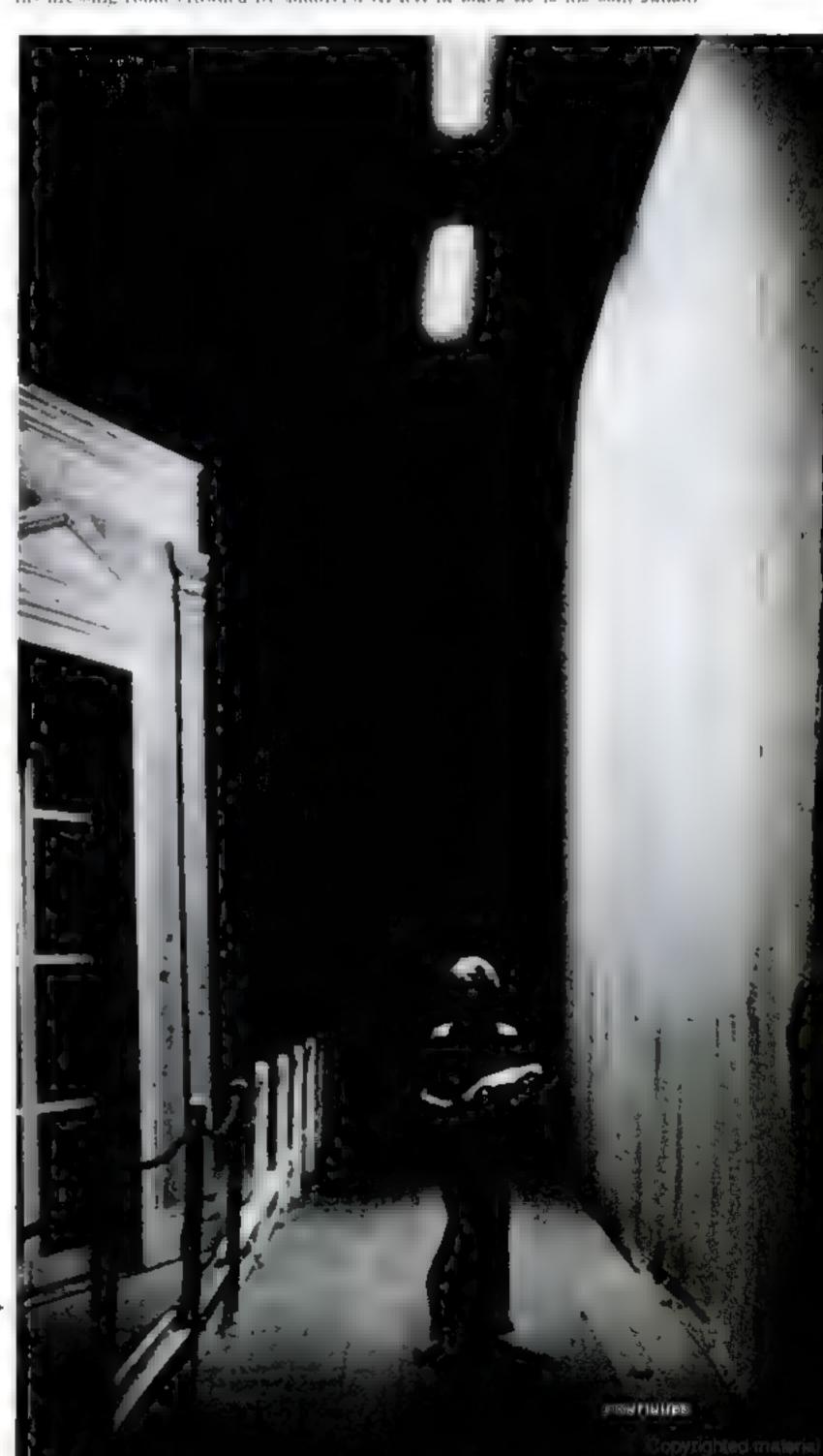
backstage after show. At right are Harrison's sons.



BRINGING SUPPER backstage to her husband after the show. Kay carries bot sausages and bottles of enter to Rex's dressing room where they are alone.



RELIEVED COMEDIAN Stanley Holloway (right) has an after-show drink in his dressing room crowded by admirers. At left in black tie is his son, Julian,





AFTER THE PLAY Jelle Andrews and her brother. John Wells, exhausted by the opening right tensions, sit samped in Savoy Hotel room awaiting the reviews.

'Fair Lady' CONTINUED

A REASON TO DANCE ALL NIGHT

After the applicate top stars of the show scattered to pittles everywhere, no two to the same one perhaps because they have telt the strains of prelonged association. Rex Harrison was a guest of U.S. Ambass a ter What nev. Stanley Holloway went to the producer's wing ling. The star to whem a London success meant the most had her own quiet party support at the Savey with family and a few close trieffly Julie Andrews Latelett English in 1954 an unknown. All her sincess had come in America. Never awaiting England's judgment of ewas winning out. But when the pipers cause, on was suddenly wide awake, on her feet and rendy to dance of might.



VERDICT COMES with the first editions, which are tensely read by June's one of little Wells, Julie and John V. Saster, at John S. Saster had John W. Louis



HAPPY SHOUTS go up in Orched Room at Dorchester where Producer Herman Levin jubilantly shows Noel Harrison, Rex's elder son, Daily Herald's headline.

IN JIG OF JOY Julie bonness around room shoes of and good we ving and in the professional room sheet and according to the residual state of the ovaluate sheet ad cooled in the professional state.





A RED RED CARPET FOR NASSER

Moscow rolls it out for VIP May Day guest to woo Middle East

Atop the tomb in Red Square last week the granite vantage point held a visitor whose presence at a May Day parade would have gladdened the hearts of Lenin and Stalin inside. Here, in a Russia which had long schemed to nail down a favored place in the Middle East, was today's hero of Arab nationalism. Accepting a two-year-old invitation, the United Arab Republic's Gamal Abdel Nasser was playing his first role as honored guest of a major power.

During the May Day carnival itself (pp. 28, 29) Nasser got the Reddest of red carpet treatment. Then came a VIP tour of the Soviet

Union, particularly Moslem areas. He and his host Nikita Khrushchev celebrated the occasion with mutual admiration, and Nasser—conveniently forgetting U.S. support in that dispute—thanked Russia for help during the Suez crisis of 1956. Then he and Khrushchev settled down to private talks—possibly about arms debts and some \$350 million of promised Soviet economic aid. But simultaneously—and perhaps by design—news of Egypt's amicable settlement with the Suez Canal Company served notice on Nasser's hosts that he still has one eye cocked shrewdly toward the West.



MOSCOW BANKER Bulganin, ousted as premier by Khrushi hev, makes his lonely way up the tomb.



MOUNTING LENIN-STALIN TOMB FOR THE PARADE.

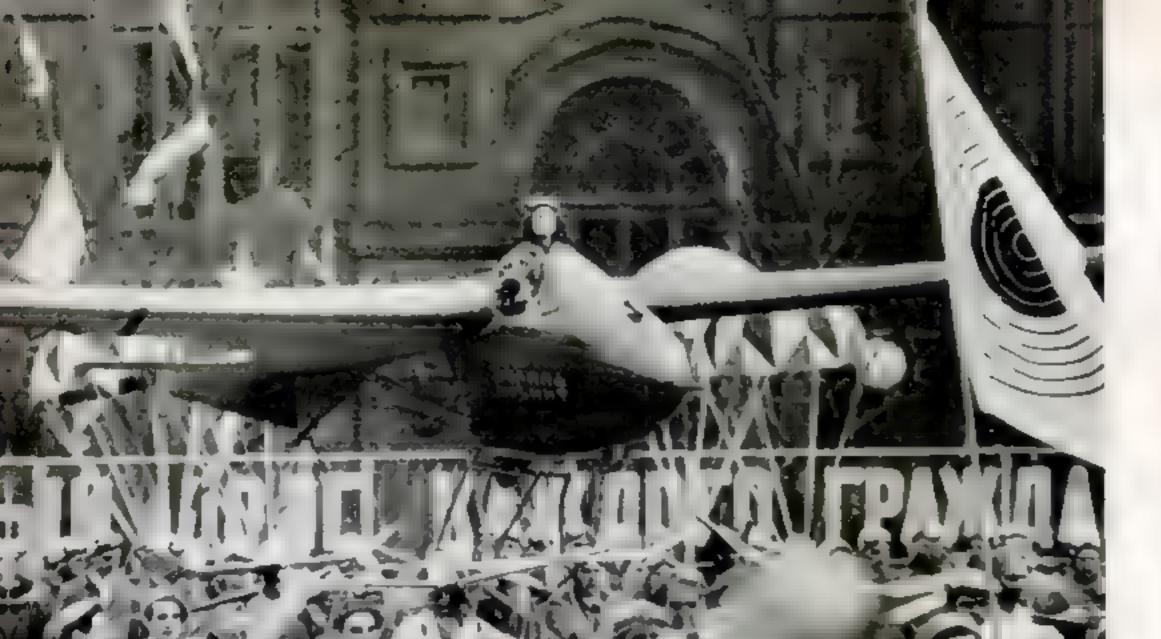






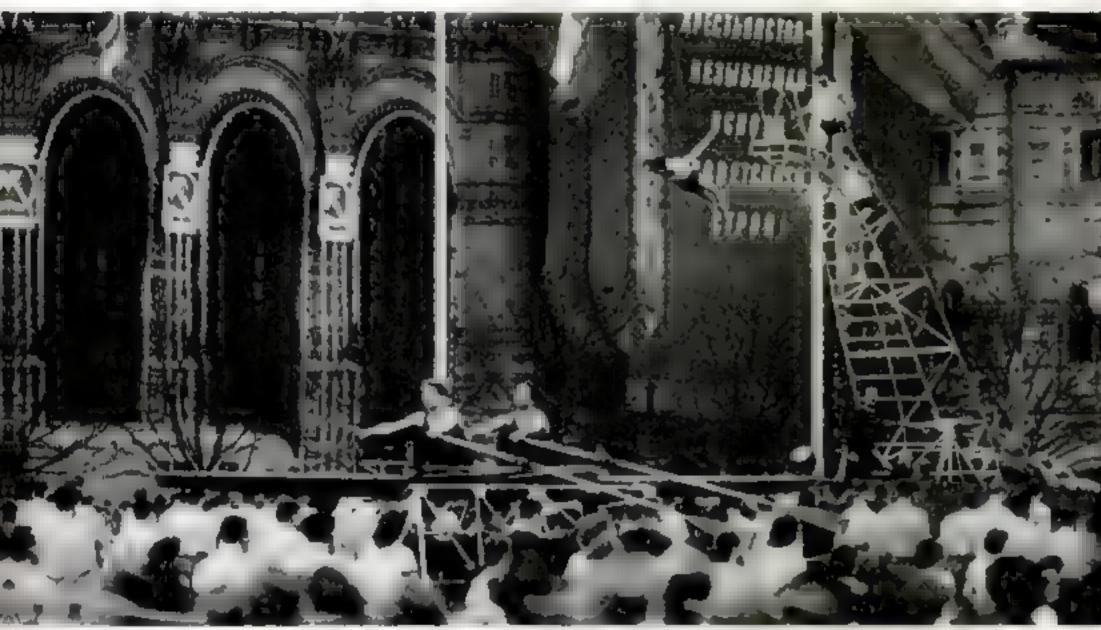


BALLET AT THE BOLSHOI brings Nasser up to apple II. From left are Klausshehev, Nasser, President Voroshilov, Aral. Republic Vice President Republic Vice President Republic



FLIERS' FLOAT in the Max Day parade consists of a gloon occupied by a flower bearing aviatress. The

display put on Ly a coy an acrelule is bere passing the Historica. Museum on way auto Red Square



AQUATIC ARRAY consists of switteners and row else of a Miscow sports cutic Special teature had

the divers name no extension was life not for back ground in Moscow's Jame 1.64 Midepartment store.



MARCHING CHUTISTS, paratroop element of crivil an air those processor to some describile of its training

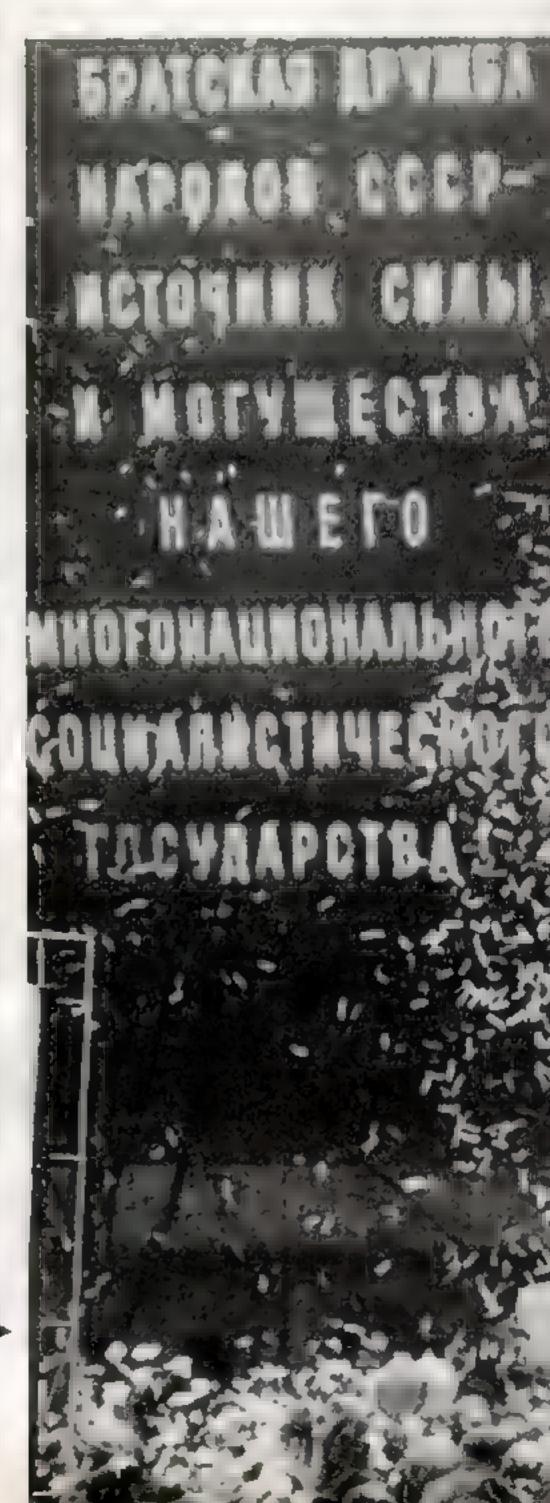
onto farm group earrying sprays of spring blassems

MOSCOW May Day CONT NUED

AROUND RED SQUARE, A GAY CARNIVAL AIR

For Nasset, Moscow staged a May Day parade notable for its lighthearted atmosphere and its lack of surprises into new Spatink, no rocket to the moon. Even the usual military match past was cut down. In its place were sarmival antics and a confetti snower that we use have done credit to lower Broadway.

Defense Minister Rodion Malinevsky however, reminded the world of diplomatic busis ness as usual. He attacked the West for not reducing its armed forces and for not agreeing to Soviet disarmament proposals. A day later, when the Soviet U.N. delegate vetoed a U.S. resolution for Topen skies inspection of artic regions, the West questioned whether the Soviet now wanted a summit meeting at all.





CHEERY SPECTATOR, a girl waves uniform cap of a boy student as the big parade passes behind her.



DETERMINED DRUMMERS, mulitary cadets form eyes right and march in a sharp cadence as the r

section of the parade passes it front of the efficial reviewing party and the family staling adsocian-



OUR REAL TRADE CRISIS

STAIRS, SEATS, SPECTATORITIS

No one can blame Shane MacCarthy for feeling a little like a muscular voice crying in the wilderness against what he calls the American disease of "spectatoritis," As executive director of President Eisenhower's Council on Youth Fitness, MacCarthy has frequently resorted to the force of lonely personal example, Just before a recent National Press Club lunch in Washington, he skipped up 13 flights of stairs to show the members that elevators were not strictly necessary.

Last week MacCarthy warned once more that the U.S. was becoming a nation of softies, crushed by our own "buttons, dials and gadgets." "Spectatoritis," he said, infects children and adults alike: "They sit and watch others do the competing both on television and in the stadium,"

There is no doubt that it is hard for a man to get exercise these days. Not long ago two rugged California truck drivers set out astride two logs to have themselves a friendly paddling race down the Eel River, near Eureka, Calif. After cheerfully waving off would-be rescuers, they were pulled in (or rather out) and charged with disturbing the peace. The spectators watching them had jammed high-

way traffic.

A more oblique indictment of "spectatoritis" came from New York City. The planners for the Lincoln Center concert hall, which will replace Carnegie Hall, had hoped to get the same number of seuts in the new structure. But in 30 years, someone pointed out, the audience's dimensions had drastically changed. The average man's weight, for example, increased by 22 pounds. So instead of 2,760 seats, the hall will have only 2,400.

In this fact Mr. MacCarthy may have a longterm answer to his dilemma. If the spectators continue to get fatter there won't be room for so many, who might then be forced into

activity.

In any case, even if we lack the incentive to term our seating space by charging up 13 flights of stairs with Mr. MacCarthy, we might cheer on the next generation in the increasingly active amateur sports programs—in and out of the schools. The week beginning June 1st has been designated by President Eisenhower as National Youth Fitness Week. It deserves our energetic support.

The House Ways and Means Committee is about to report a bili extending the Reciprocal Trade Agreements Act. It will whittle down the President's proposals, probably making this renewal more niggardly than the last, as happens almost every time. If the U.S. is to keep any seat at all in the world's trade councils, some kind of R.T.A. extension must be passed. Yet even the President's undiluted version would be a mere holding action. This is one of those situations "where little will be gained by success and a great deal will be lost by failure."

The phrase is that of Raymond Vernon in a forceful pamphlet called Trade Policy in Crisis, which every congressman ought to read (International Finance Section, Economics Department, Princeton University; single copies free). The crisis Vernon means is not the quarrel over the R.T.A. extension, which is conducted with largely obsolete arguments. Let us hope the old-fashioned liberals (Cordell Hull type) wrest one more victory from the "Strackpots" (followers of O. R. Strackbein, the high-tariff lobbyist). But let us also be aware of our real trade crisis, and what we must soon do to meet it.

Two great changes have taken place in world trade. One of these was analyzed by Central Intelligence Director Allen Dulles before the U.S. Chamber of Commerce last week. The U.S.S.R., which Herbert Hoover in the '20s could rightly call "a gigantic economic vacuum," is now a major industrial power and a rapidly growing exporter and importer. What with its growth and our recession, the Sino-Soviet bloc for the first time produced more steel in the first quarter of 1958 than did the U.S. And as Soviet production increases, so does its power to use trade as a weapon of Communist imperialism. The Soviet policy of "investment in disorder" is currently illustrated in Yemen, where \$80 million in ruble credits, plus 65 Communist military advisers, are already creating new trouble in the Middle East. This Soviet weapon has also probed South America, as Vice President Nixon is learning on his current trip. It has penetrated parts of Europe, southeast Asia and Japan, not to mention Egypt and Syria. Mikoyan, the master of this new weapon, may be a major shaper of world history's next 10 years.

The second great change in world trade has also taken place beyond the grasp and without the participation of the U.S. This is the economic resurgence of Europe. After a virtual stagnation of some 35 years, Europe has recently been shaping its own economic destiny towards unity, prosperity and common sense. The Common Market treaties signed last winter required far more statesmanship and willingness to take risks than anything Americans have shown in that line since the early days of the Marshall Plan. Led by Germany, the nations of Europe have

rediscovered hard money, hard salesman-ship and free trade. Some of them have even discovered that old open secret of American capitalism's health: anti-trust laws. The anti-trust idea has made headway in the laws of Germany, the U.K., the Netherlands, Norway and the Coal and Steel Community—ironically at a time when the U.S., as Vernon points out, was "withdrawing its support for an international agreement on the subject" of restrictive business practices.

In short, U.S. economic supremacy in the world, which we have so long taken for granted, is now being contested by Soviet might and guile on the one hand, and by bolder practitioners of free enterprise and economic horse-sense on the other.

What do these vast changes mean for U.S. trade policy? They do not immediately threaten our position as the richest nation. Even if we withdraw into deeper protectionism, we might go on somehow thriving for a generation, though with increasing costs and dwindling alliances. But this would mean abdicating any claim to economic leadership against Soviet imperialism, as well as a short sale of our own greater destiny.

Americans have repeatedly proved to themselves that free enterprise, sound money and the profit motive are the most nearly magical key to prosperity ever devised, as well as the most favorable environment for other kinds of freedom. Now that Europe has rediscovered the same facts, Americans should rejoice at their fresh opportunity to make the system worldwide. But to seize it requires a much larger vision of economic policy than Washington has so far shown.

Life has already proposed (Oct. 31) one means towards this great end: a U.S. policy of complete free trade with all like-minded nations. Vernon's proposal is similar: "The economic fusion of the free world's nations." A preliminary step, as urged in the current Fortune, would call for unilateral U.S. tariff reduction, liquidation of the Tariff Commission, and elimination of the Escape Clause (which at present makes the R.T.A.'s freer-trade pretensions so hypocritical).

Europe's Common Market and capitalist revival would merge naturally into an expanding free trade area of the whole non-Communist world. Result: faster real economic progress everywhere, and a greater resistance everywhere to Soviet blandishments. If the U.S. does not so move, or merely stays put, the European community is likely to become autarkic and belligerent, the free world economically Balkanized, and the Soviet trade offensive provided with soft spots and round-heeled barter victims on every side.

Such is the real crisis of U.S. trade policy. Let's first pass this obsolete but indispensable R.T.A. bill, and then get on with the creation of a real world trading system.



When it bakes this juicy...with a crust this flaky...

it's a quick-frozen Swanson pie!

The best pie you ever tasted is a perfect snap to bake! It's a Swanson Blueberry Pie - filled with juicy, plump, sweet berries in natural juice. No heavy thickening is ever used. Thanks to freezing the Swanson way, the juice has no chance to soak into the famous Swanson crust, so it stays extra-crisp and flaky -- the way you like it best. No thawing needed. Just pop delicious Swanson Blueberry Pies into the oven, and see what wonderful things happen when you and Swanson get together on a pie!

Extra Swanson convenience' All four luscious kinds of Swanson individual pies (apple, cherry, peach and blueberry) are packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work from you!



Apple, cherry, blueberry, peach.



New Fleetside pickup features higher capacity body.

Chevy trucks step lively all day long!

The way Chevrolet trucks stay on the go, you know they've got a special kind of power and build! They're as tough as the latest ideas in chassis and body engineering can make 'em. They're built to take it and keep com-

CHEVROLET



Step-Vans come complete with 8', 10' or 12' bodies.

Series 100 model with new Workmaster V8 power.

ing back for more! And they've got the power to hustle through any haul. Precision-designed V8 power that turns in top performance without wasted effort. Hardworking 6-cylinder power with a name for economy that's never

been equaled. As sure as Chevy trucks keep hustling around the clock and straight through the calendar—the right truck for any job is at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

TASK-FORCE TRUCKS CHEVROLET





IT PROMISES YOU A

FLATOR BREAK

This coffee is so fresh—so flavorful ... use less on the spoon for the taste you like!



Table napkin test proves rich flavor!

Like no other coffee you've ever tried . . . this new aroma-rich Instant Chase & Sanborn has a rich 'n wonderful coffee aroma. Natural. Flavorful! You can't mask it—can't miss it. You can actually smell the flavor right through a table napkin. All the natural essence of fresh ground coffee is in this coffee. Instant Chase & Sanborn looks different in the jar, too. Richer. Fresher! So—you may want to experiment—even try less than usual for the flavor you like best.

MISTART CHASE & SANSORR

-the full-bodied coffee

ANOTHER FINE PRODUCT OF STANDARD BANKOS INC.



A LOOK AT THE WORLD'S WEEK

SHINING SALESMAN LATIN WELCOME FOR NIXON ...

The Middle East was not the only area the Soviets were wooning (pp. 20-29). Anastas Mikosyan, No. 2 man in the Soviet Union, made an eeric appearance in Bonn as his glasses reflected the chandehers. He was on a four-day visit to sign a \$750 million trade pact with Germany.

As Uruguayans clutched at him from all sides, Vice President Richard M. Nixon made his way through a jampacked Montevideo street. It was the first stop on an 18-day tour that was to take him through eight South American countries on a goodwill fact-finding tour

ALL AROUND THE TOWN

A new spinning camera gave a worm's eye view of Manhattan's Rockefeller Center, Developed by wide-angle camera specialist Eugene Traentman, the camera was placed in the Center's skating rink and aimed skyward. It turned round and round, making some buildings show twice.

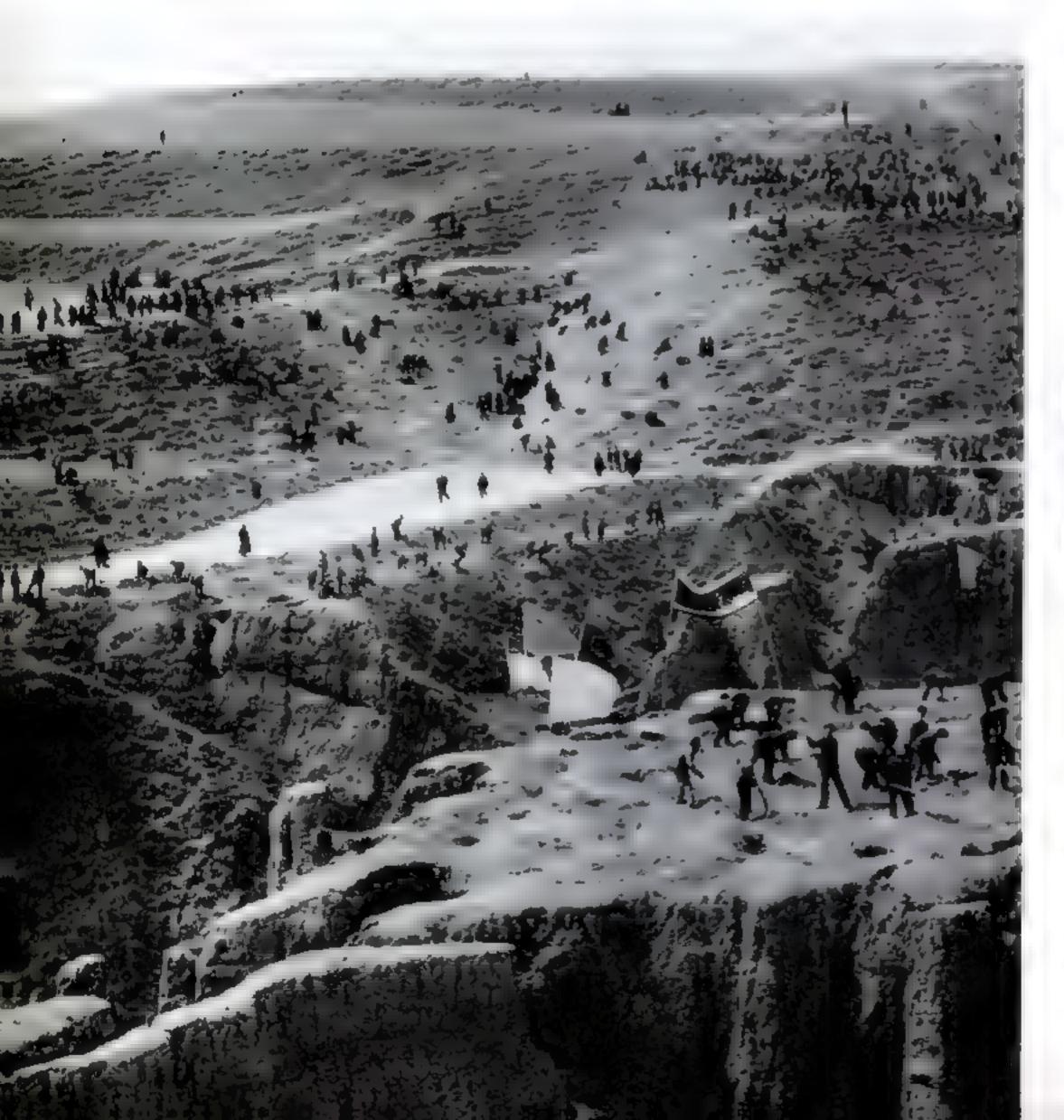




PROTESTING KETCH FETCHED BACK TO SAFETY

Off Honolulu a Coast Guard cutter (left) took the 30-foot ketch Gulden Rule into custody. Four pacifists aboard the ketch were headed for Entwetok atotl 2,700 miles away in dehance

of the AEC, the Navy and a federal court. They planned to sail into the restricted area and try to stop the coming made at tests. All four of them were held in criminal contempt of court.





NAPOLEON'S NAG

In Ancora Italy working moved a rest-lagger munimized norse into a new home in a Paragor of Justice storercom. The norse, according to Ancona authorities, had been given to Die persple of the city at the completion. If the Lagran campaign of \$797 by its owner. Napole at

PLANTING PLAN

On croded hillsedes rear Spring, China a swarm of diggers labored to climinate a problem that has plagued China for centuries. I review of pranting trees by the thousands to he pedent nate flood devastation that has caused the Yellow River to be known as "China's Sorrow."

1 Couldn't be paying 41% too much for auto-

mobile insurance...could 17 Yes, and you're not alone. Over 21,000,000 people are paying 15%—35%—sometimes as high as 59% too much. But if your driving record is good you can probably qualify for State Farm's famous "careful driver" auto insurance at big savings. You can't buy better protection. You can't get faster claim service. Call your State Farm agent now.

He's listed in the Yellow Pages. That's STATE FARM MUTUAL Automobile Insurance Company, "the careful driver company." Home Office: Bloomington Illinola





WORLD'S WEEK CONTINUED



TOGETHER AGAIN ON THE GROUND

At Divess Air Force Base in Texas, Mrs. James Obenauf beamed at her husband (dark glasses) and his D.F.C. At 32,000 feet a B-17 engine caught lire. Two men at left based out, Lieutenant Obenauf started to jump, saw Major Joseph Maxwell (right) unconscious, stayed to land the plane.

THE BRIDGE ON THE RIVER KAWKAWLIN ₩

Crossing the river Kawkawlin four miles north of Bay City. Mich., Alfred Land Sky ictually experienced every motorist's nightmare accodent. When he was halfway over the rickety 60-year-old bridge, it collapsed. But his car saived legh and 3-y and Landosky clambered ashore with minor injuries.



A PATTERN OF SUBATOMIC PARTICLES

A star-shaped pattern of little-known subatomic particles was shown on adaptern shift force or a scientists at the American Physical Secrety in setting in Washington. For the first time 2,000 physicists got let also taked new machines being used to produce high temperatures for fusion power





Nothing says lovin' like something from

6 NEW WAYS TO FROM PILLSBURY



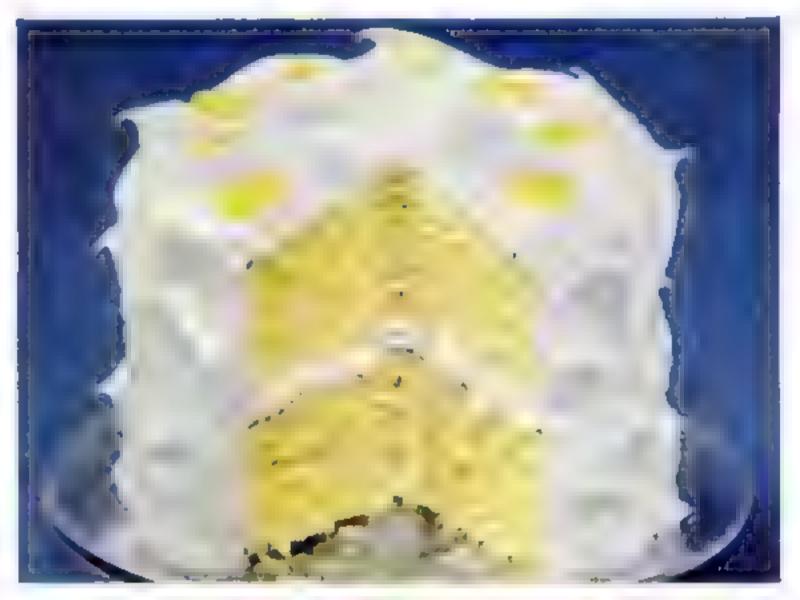
NEW CHERRY ANGEL FOOD MIX

One of the most beautiful cakes you ever made, and an everlovin' dream to eat! Crystals made from ripe red cherries are scattered all the way through this lightest, loftiest of 13-egg angels. Make it soon . . . and be an angel, 1st class!



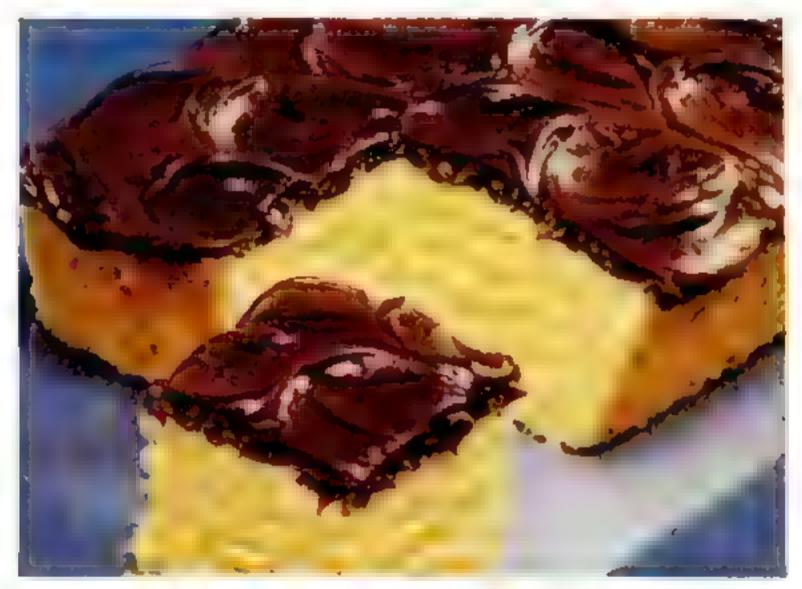
NEW PUDDING-CAKE MIXES

Here's new dessert magic in a mix (and so quick and easy to fix!). The cake floats on sauce that starts on top and bakes its way down. Cake and sauce mixes are both in one package. Try both chocolate and lemon. You'll eat it with a spoon and love it!



NEW PINEAPPLE CAKE MIX

Pineapple! The juice, the fruit and the flavor of fresh Hawaiian pineapple all the way through this light, most beauty. The secret: crystals made from fresh pineapple that melt as you bake. Try New Pillsbury Pineapple Cake Mix to get homemade quality cake.



NEW LOAF-SIZE CAKE MIXES

The small size that's just right for so many kinds of cakes. Just one package makes a single layer, half a 2-layer cake, a square loaf, a Boston cream pie or 12 cupcakes. Comes in White, Chocolate Fudge, Golden Yellow and Marble. Try your favorite soon.

the oven

(Try all six New Mixes and SAVE 30¢)

CLIP THESE CHAPGES APART AND TAK HEM O YOUR GRACER NOW



NEW APPLESAUCE CAKE MIX

You'll want to try this old-time favorite, never before available in mix form. You get a moist-as-can-be applesauce cake—with chopped real apples and spices right in the mix. And it's in the new smaller Loaf Size, that fits most any pan. Give it a whirl real soon.



NEW LOAF-SIZE FROSTING MIXES

The small size-just enough for a loaf, a single layer, or 12 cupcakes. New 2-layer treat -try both Creamy Fudge and New Creamy Vanilla—one on each layer. Like our regular-size, these are the homemade "cooked" frostings you don't have to cook!



on purchase of one package of

Pillsbury Applesauce Cake Mix

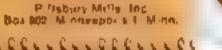
services in the process of a deem to be now be transitive to the control of your suitenant course to manufacturer a salesman or man to addless be on. You displays in the process of accepted to you be to be instance or where probablind taxed or otherwise restricted or above Good only in d.S.A. Cash value 1.10c. Pa story M a no Bas 802 Minnappa a 1 Minh This coupon reques Nov. 20, 1915.



on purchase of one package of

Pillsbury Pudding-Cake Mix

fatured manufacturer will redeem for 34 plus 24 handing cost providing you Surrender (pupper to manufacturer's salesman or ote to address below. York enless in that a presented to you by retail number or where prohibited itseed or otherwise rescented or abused. Good only in u.S.A. Cash salue 1. Op.





on purchase of one package of Pillsbury Loaf-Size Cake Mix

TO GROCER if you hange this coupon when presented by retail rus amor issuing manufacture: A redeem for 5¢ plus 2¢ handing lost providing you surrender to upon a manufacture: a salesman of mail to address below. Void unless in: a rich esented to you by a an austonier or where probleted taxed or otherwise restricted or abused. Good only in U.S.A. Cook value 1.10g This coupon expires New 26, 1958,

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Box 602 Minneago a 1 Minn



Creative 1 3





BAD DAY FOR SILKY, WORSE FOR SILKY'S FANS



They have an agonizing letdown as their hero is 12th in Derby

Because of a nationwide love affair between casual racing fans and a personality-plus California nag named Silky Sullivan, the Kentucky Derby had an extraordinary buildup. Silky had captured the hearts of millions with his comefrom-far-behind finishes (Life, March 24). Last Saturday he started the race as usual—far behind. Then came the letdown: Silky stayed far behind. Calumet Farm's Tim Tam won, Silky was 12th in a field of 14, and rarely was more sentimental money misplaced on one nose.

How two supporters reacted to Silky's failure is depicted below. Jack Dempsey, Los Angeles travel agent and one of Silky's biggest backers, and Mrs. Reggie Cornell, wife of his trainer, showed their frustration in these photographs. Meanwhile polygraphs charted their fluctuating respiration rate and blood pressure. They certainly reflected the emotions of many who left Louisville wondering if Silky Sullivan was just an erratic runner or a lovable fraud who—in his special way—had the last laugh.

- IDOLIZED HAM, Silky Sullivan parades proudly past his supporters before the race evoking the rapture that made him a co-favorite in the beiting.



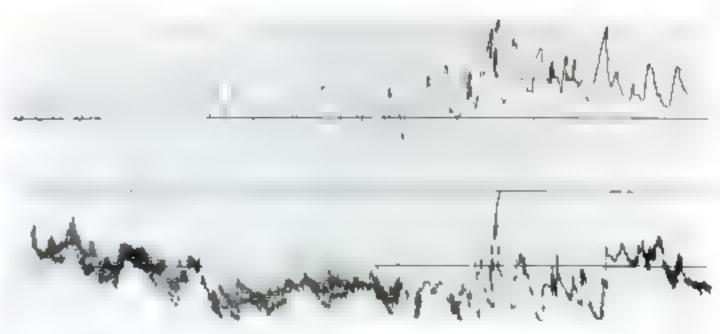




SILKY FANS MRS. REGGIE CORNELL AND JACK DEMPSEY, WIRED FOR POLYGRAPH TEST, ROOT AT START (LEFT). THEN SLUMP SADLY AS SILKY FADES AT FINISH



DEMPSEY'S REACTION on polygraph chart shows respiration (jagged line at top) and blood pressure on heavy tracing Blood pressure soars after start of race, rises out of polygraph range (horizontal breaks), then plunges sharply at finish.



MRS. CORNELL'S REACTION indicates extreme anxiety—ragged, irregular peaks. At the highest respiratory peak she shouted, "Where's Silky?" As Silky failed in the stretch her blood pressure went up as she let her breath out.



SILKY'S ATTITUDE loward the whole fuss is expressed by a vawn of in lifter ence. On the day of the race he slept as e as as as it in hammed like in a for

for the growd. But he made little effort to please his fans in the rate. He past lida take the muddy traik "sid links will be nomaker. He gave por



This unusual picture shows the Fleetwood Body by Fisher in the 1958 Cadillac Sixty-Two Coupe

"Room" with a view-

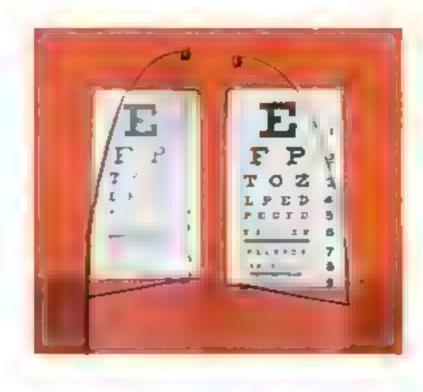
THE NEW "SOUND BARRIER" BODY BY FISHER

Your ears hear the difference—your eyes see the difference in a new "Sound Barrier" Body by Fisher.

Sound waves are sealed out, glass "waves" are straightened out. In every Fisher Body, Safety Plate glass is used in every window, front, rear and side. Driver and passengers enjoy a clear, ripple-free view.

That is just one of the extras you get in every Fisher Body. There are others: Life-Span Build-lacquer instead of paint—"Custom-Furnished" interiors.

The new "Sound Barrier" Body is another Fisher Body exclusive—the latest in 50 years of "firsts."



the left, an eye chart seen through "wavy" safety window glass. On the right, the same chart seen through the laminated Safety Plate glass of a Fisher Body. On every Fisher Body window, the word "PLATE" spells better visibility, less eye fatigue.

Only the "GM Five" give you the Bonus of BODY BY FISHER.



CHEVROLET . PONTIAC . OLDSMOBILE . BUICK . CADILLAC

LOOK AT BOTH-AND YOU'LL BUY



"Today's most modern ranges are faster-cleaner-cooler - fully automatic, too!" says Gulia Meade





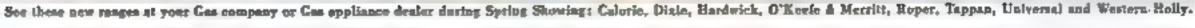
AUTOMATIC OVEN! Timers self-lighting hurners. self-starting ovens—today's Gas ranges have them all! In addition, this modern range has a "Snack" broder as well as a regular one Wonderful for quick lunches, sour-of-the-moment entertaining,



AUTOMATIC SURFACE UNIT! Every pan you own is automatic on this "Burner-with-a Brin " A sensing element "feels" the heat of the pan, ruses and lowers flame to keep correct cooking temperaturesautomatically. No scoreh, no burn, no pot-watching.



AUTOMATIC ROTISSERIEL Bring the flavor of outdoor cooking into your kitchen on a spit that turns automatically, Great for shigh-kabob, broiled chicken, but dogs, yet big enough for a party-sized reast. Entire unit lifts out for easy cleaning and storing.



"NOTHING'S FASTER," SAYS JULIA! "Just as I've shown you on TV, new superspeed burners give you the quickest heat of any kitchen range. It's actually instant! Yet heat's gone the moment Gas is turned off No warm-up wait, no hangover heat. And only Gas gives you an infinite choice of cooking speedsany degree of heat from zero on up - the ultimate in cooking convenience!"

"NOTHING'S CLEANER," SAYS JULIA! "Just as I've shown you on TV, cooking with Gas means walls stay clean longer. Sparkling clean cooking utensils prove that Gas cooks the food, not the pot. Gas guarantees smokeless broiling, too. And cleaning a modern Gas range is so easy. Burners lift out for easy sudsing in the dishpan, surfaces wipe clean with a damp cloth!" AMERICAN GAS ASSOCIATION



ONLY GAS does so much more... for so much less!



FIGURE OF PEACE DOVE MOUNTED ON GLOWING FACADE OF GRAND PALAIS RISES BEYOND FOUNTAIN-SPRAYED POOL PALAIS IS FAIR'S RECEPTION CENTER

BRUSSELS LIGHT-UP TIME

Shapes, sights of the World's Fair show age of marvels and contest of ideas

Night after night the skies were aglow with unearthly shapes and shimmering colors as the Brussels World's hair, first full-scale international exposition since New York's 19 years ago, got off to a good start on its six-month run. The thousands flocking to the glittering \$260 million show, braving wet and chill spring weather to do so, indicated that the fair would reach its goal of 35 million tourists.

I nder the gigantic trademark of the Atomium, a spidery 350-foot structure whose nine burnished bulbs represent the atom arrangement in non, 12 nations were using not only the arts of stagecraft but the artifacts of today's technological revolution to dramatize the fair's concept. The British displayed a working model of Zeta, a thermonuclear experimental machine. For the United States, I.B.M 's Ramae electronic brain was giving historical information in 10 languages. Russia's immense payilion of glass and steel housed Sputmks I and II.

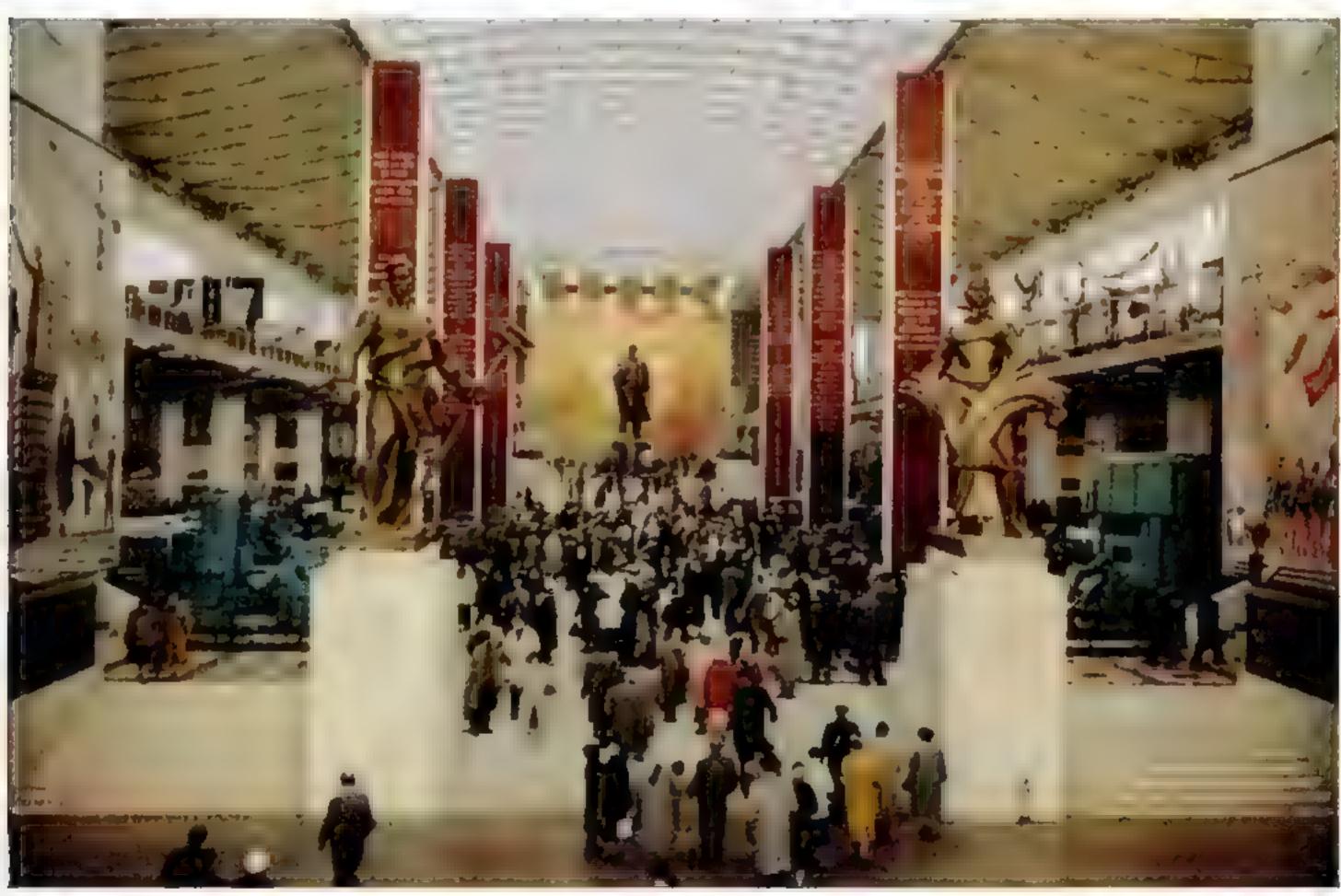
But, beyond the precise and measurable wonders of science, Brussels was quickly becoming a showplace for less tangible but even more important values. Here, epitomized in the adjoining U.S. and Russian pavilions, was a developing contest between the ways of life of West and East.





IN U.S. PAVILION American and European models parade on ramp, giving a daylong seek at newest U.S. fashions and proving a sensation of the fair. The airy

circular building designed by Architect Foward Stone spans 340 feet, has central pool and growing trees a spacious design by lite bibliough an exterior gell.



SOARING ATOMIUM frames sprays of fireworks on opening night. Spheres representing atoms are reached through steel tubes. One houses a restaurant.

IN SOVIET PAVILION 25-foot statues of Russian worker (left) and peasant woman confront visitors. In front of Lenin statue (rear) is a Sputnik model.



ROYAL BALL, the first given by a Belgian monarch in 24 years and the only big social occasion of King Bandouin's seven year reign, was given in honor of the

opening of the fair. Two or hestras played for 6.000 guests who here maigle under the great crystal chandehers outside the throng room of the royal palace.





are you this kind of family man?





... then you should be insured by the Home!

You've put the best into your home—and that calls for the best insurance protection. For over a century, people like you have insisted on HOME—the finest insurance money can buy!

Ask your agent of The Home Insurance Company about a modern, money-saving "package" policy. Whether you own your home or rent it, there's a Home "package" policy designed for your needs.

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HEAR Jack Benny on CBS Radio every Sunday evening

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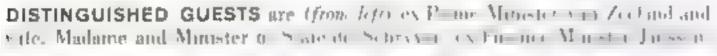


MAKING PARADE ENTRANCE FOR BALL, GUESTS MARCH UP "STAIR OF HONOR." BECAUSE OF HUGE GUEST LIST ARRIVALS WERE STAGGERED OVER 90 MINUTES

FUN FOR NEARLY ALL AT A ROYAL BALL

Giving the first royal ball in Brussels since 1931, the Belgian court went about to eclebrate the lair. Among the 6,000 guests were two princes and II eligible haropean princesses. The court and its gaests were lively with specialation that the 27 year-old bachiller king. Bandonia, might choose his consort from among the assembly of princesses. But Bandonia, who is alled the tim I king, direct with only two He opered the ball of a sedate for trot with 20 year-old Princess Beatrix of the Netherlands and then took to the floor for the solerical at last time with

Princess Birgitta of Sweden. He left for from before in higher from fittore trie king is departure the party showed signs of to an arrowdy. The crush was so great that before the king could dance the continers had to push to make room. At one peint ghists will see the circumstables have the press around buffel to first deniwith a virtual continers and page the ameson ar tent that the first was pitted in 1 dicembers, adjuvely were riple from gowns and uniforms. Yearly everybody exception to the first outlines are the first outlines as a first from gowns and uniforms. Yearly everybody exception to the first outlines are the first outlines are the first outlines and the first outlines are the first outlines.





KING S ENTRANCE somete more grants the required by the Vaccine Agents of the Development of the Control of the







But say softness in the summer of sating in her tradition for some for any first test of the for Scott But says softness in the first as a subject some West Scott as inside the quality bath tissue. Now wrapped in cellophane to show you the lovely Soft-Weve colors.

The most noticed little luxury in your home...

Soft-Weve by Scott



GUEST PRINCESSES PRESENT IN BEVIES



THRILLED DANCER laught happily as she swirls around the Empire Room, one of two ballrooms. Bouffant style ball gown was prescribed by court officials.

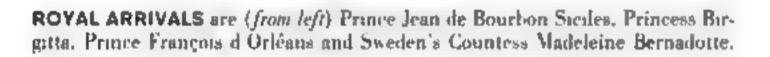






TABLEAU OF PRINCESSES in anteroom before the ball include (from the left)
Princess de Réthy of Belgoim. King Baudouin's stepmother: Isabelle d'Orléans of

France: Maria Gabriella of Italy; Maria Cristina d'Aoste of Italy, who is partly concealed behind Marie Thérèse de Bourbon Parma of France at the far right







SOVIET SELL concentrates on massive machinery. At left is a gigantic outsize bearing dominating display of production sizes. In the center, pedestal-mounted

models show off new 170-passenger turbo prop TU-114 and other transports. At right an earnest Soviet booster extolls the virtues of automatic milling machine.

HEADACHES IN A POPULARITY CONTEST

Fairgoers who assume that Brussels consists mainly of a hard sell contest between the U.S. and U.S.S.R. are only half right. Russia's big pavilion is dedicated to the hard hard sell. Its materials include masses of machinery, autos. Sputniks and torrents of statistics and slogans, printed and broadcast. Loudspeakers trumpet through the fairgrounds: "If you are tired, hungry, the best place is the Russian restaurant."

By contrast the American pavilion is a graceful pleasure dome housing a very soft sell indeed. In fact, to some distressed Americans, the U.S. sell seemed so soft as to be outright sloppy. After the fair opened the pavilion roof leaked and two of its balconies were closed as unsafe. In kitchen displays the refrigerators were foodless, the washing machines clothesless. These, of course, were the opening headaches of any fair. And European visitors, less distressed than Americans by shortcomings, appeared to be finding the exhibit cheerful and attractive.

As a contest between the U.S. and U.S.S.R., reported Correspondent Israel Shenker, it was too early to tell who would win. The Russians were having troubles too. "At the outset," Shenker cabled, "the Russians had several guest books. But some comments of visitors seem to have been so outspoken that now there is only one guest book and a Russian sits beside it to keep visitors from seeing what was written on previous pages."

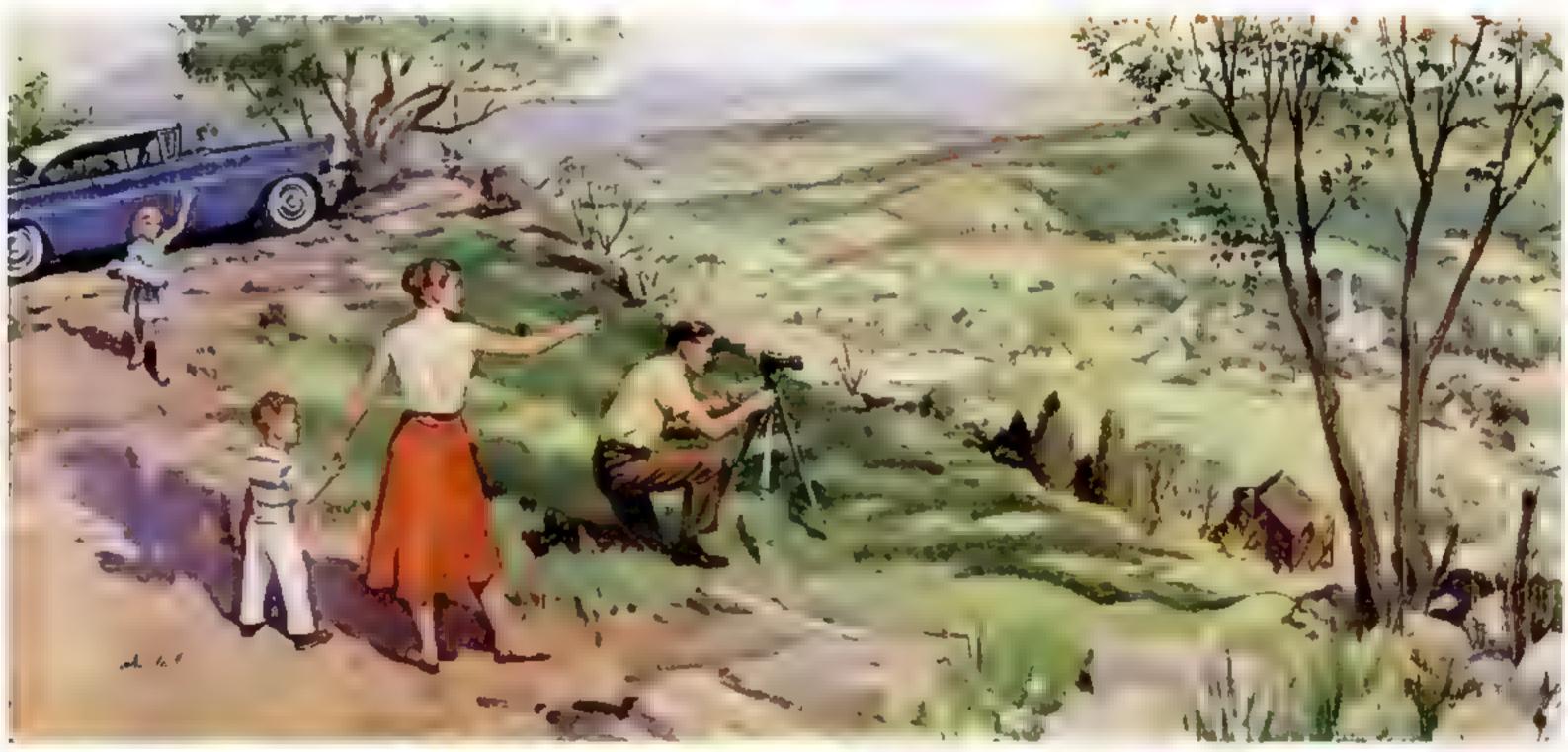
SELLING THE APPURTENANCES OF DEMOCRACY, U.S. HOSTESS MARGARET CONROY OF NEW YORK EXPLAINS AN AMERICAN VOTING MACHINE TO A FAIR VISITOR



Your car makes any map a Magic Circle

Pick a direction—any direction—then get in the car and start going. You'll find the fun is as big as all outdoors.







Explore the shorelines in your Magic Circle, Your car can be the happy way to launch your boat, go fishing, hunt for shells, or simply take a waterside walk at a nearby lake.



Follow the home team wherever they go. There's fascination for everybody in baseball, real fun in rounding up a car party, seeing the sights on the way to and from the game.

Come out and play... by car. A world of sunlight, soft breezes and new spring scenery awaits you. No password needed. Just put the family in your car and start living. Start driving.

Your Magic Circle is full of fun anytime, anywhere you drive. It makes your car not just a way to go, but a wonderful way of life. And from start to end of any trip, over 200,000 friendly, trained service station men stand ready to make it a carefree pleasure. See for yourself to-morrow, next weekend or your next vacation.



The same of the same of

DRIVE MORE...
IT'S FUN TO EXPLORE
YOUR MAGIC CIRCLE



ETHYL CORPORATION New York 17, New York

Manufacturers of "Ethyl" antiknock compounds
... used by oil companies everywhere
to improve their gasolines and your driving pleasure



New Rayon Cord Tires...for greater

Only rayon cord tires actually grow stronger as tire heat builds up at modernhighway speeds! No wonder they're specified for every make of 1958 car!



Greater mileage, too...scientific tests prove up to 26% extra tread life!

New rayon cord tires also take more retreads . . . give longer mileage per retread. Special-design premium rayon cord tires appear on America's three most expensive cars—Crown Imperial, Cadillac Brougham, Lincoln Continental.



Plus easier steering control...no flat spotting ... 33% quieter ride!

Sensitive audio-fidelity instruments prove new rayon cord tires ride up to thirty-three per cent quieter than tires made of thermoplastic cord.



safety at modern-highway pace!



Terrific impact resistance...stand up at 60 mph against 6-inch granite curbstone!

Independent research tests prove rayon cord tires can take it! After repeated impacts rayon tire cord remained unbroken, though steel wheel rim was bent, car body frame cracked! For premium safety at no premium in price insist on rayon Hi-Test cord tires.

Five ways best by test

- 1. Greater heat resistance. 2. Greater tread mileage.
- 3. Less growth—better steering control. 4. Quieter ride.
 - 5. Extra retreadability.

Ride on Rayon

... world's leading tire cord

... specified by car manufacturers for every make of new carl

Tire dealers, new car dealers: A 15-minute color sound motion picture available to organizations for local showing. Write to the: American Rayon Institute, Inc., 350 Fifth Avenue, New York 1, New York.



Soon leading airlines, flying Boeing jetliners, will cut your travel time in half!

Within a few months now, you can enjoy travel so excitingly different it will give new meaning to time and distance. In Boeing 707s, flown by leading airlines, you'll cross continents and seas in half the time required by conventional aircraft. The U.S. will be only four and a half hours wide;

the Atlantic, six. You could make a round trip to Europe in a day! Whatever your destination, you'll arrive rested and refreshed, for travel aboard a Boeing jetliner is incredibly smooth, quiet, and completely free of fatiguing vibration. You'll relax in a cabin more spacious, more lux-

uriously appointed than any now aloft. In addition, you'll cruise through calm upper skies, far above the weather. Aboard the superb Boeing 707—or its shorter-range sister ship, the 720—you'll be flying in the most thoroughly flight-tested auctraft ever to enter commercial service.



TRIPE AND SWEETBREADS shown in traditional French style clockwise from foreground are (left) sautéed tripe; sweetbreads en brochette with bowl

of château sauce; chafing dish of sweetbreads and ham in sherry to be served on toast; casserole of Tripe à la mode de Caen; and sweetbreads baked with herbs.

FRENCH LESSON IN INNARDS

Mostly snubbed by the U.S., variety meats are part of the grand tradition in cooking

The French say that it takes either a great gournet or a simple peasant to prepare hearts, kidneys, tripe and other innards (U.S. butchers call them variety meats) so they are fit to eat. In the U.S. these meats, though served in the best and most expensive restaurants, are hardly ever eaten at home—because of an unthinking prejudice most Americans have against them, and also because they are tricky meats which though not hard to cook have to be handled precisely.

All variety meats must be absolutely fresh since they deteriorate quickly. Tripe for instance, should be ordered in advance from the butcher to avoid getting meat a couple of days old. Cooking methods vary widely. Tripe gets tough unless cooked over a low flame for a long time. Liver and kidneys, on the other hand, get tough and hard unless cooked quickly at high heat. Kidneys should always be parboiled before cooking. Sweetbreads must be soaked and blanched before being put in the refrigerator. Brains must be refrigerated with liquids to cover them.

But as cooked by the French with wines, herbs, special seasonings, variety meats are more than worth the trouble. On these pages are dishes done in the best French tradition. Full instructions for cooking them follow, so that anybody—depending on what kind of culinary snob he fancies himself—can boast of being a great gourmet or a simple peasant.

INNARDS CONTINUED GREAT DISHES made from variety meats are fine party fare. On the table clockwise from the left are brains with black olives; brains au beurre noir, in the chafing dish; cold beef tongue with a small casserole of horseradish cream sunce; lamb tongues with raisin sauce. On the table at back, clockwise from left, are baked liver and onions: roasted calf liver in front of the bread sticks with a bowl of Béarnaise sauce; yeal heart and red wine stew and deviled pigs' feet. On the table (right), clockwise from left are, beef kidney pie to serve with waffles, yeal kid neys Ardennaise on rice; a casse-role of yeal aidney and brandy stew.



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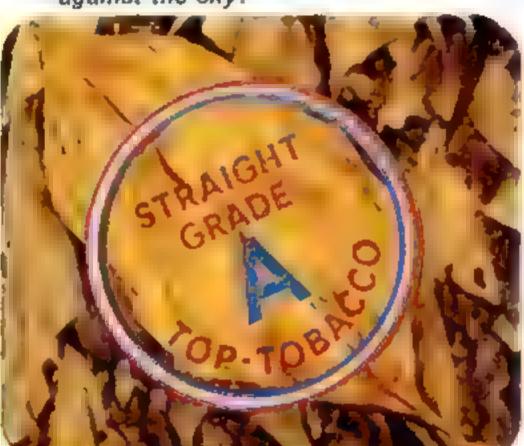
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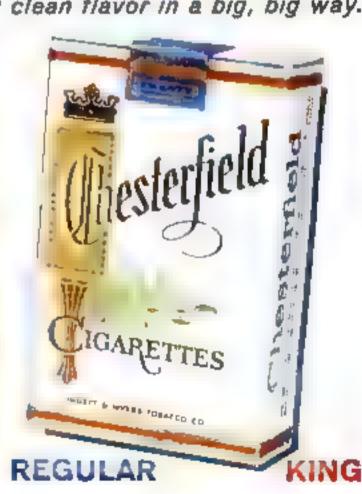


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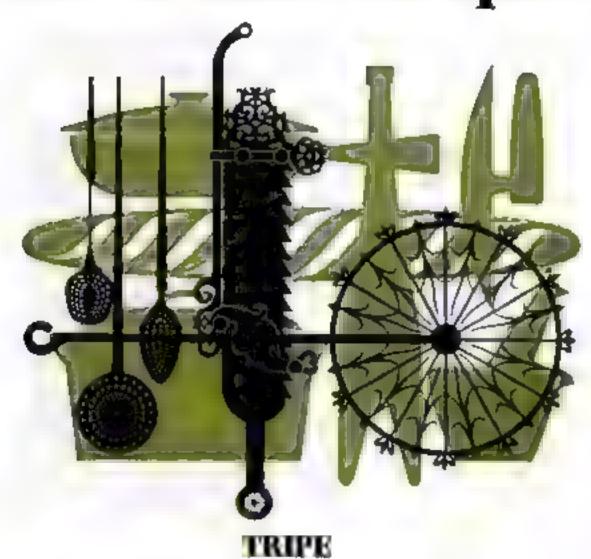
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Rules and Recipes



Tripe, the inner lining of the stomach of beef, is always parboiled before being sold. Add salt cautiously when preparing because some butchers use more salt in parboiling than others.

SAUTÉED TRIPE

3 pounds fresh tripe
2 stelks celery
4 cup chopped paraley
4 tesspoon thyme
1 large onion, sliced
1 clove garlic

12 peppercorns, cracked 1 cup melted butter 1 cup dry bread crumbs 2 tablespoons chopped chives 1 tablespoon salt

Cut tripe into pieces 2 by 3 inches. Cover with cold water, add salt, celery, paraley, thyme, onion, garlie and peppercorns. Bring to a boil, reduce heat, cover and simmer for 4 hours. Remove from heat and let stand in broth until cold. Drain thoroughly, dip in melted butter and then into crumbs. Sauté in remaining butter until golden brown. Sprinkle with chives. Serves 6.

TRIPE À LA MODE DE CAEN

6 pounds fresh tripe
2 pounds marrow bone
1 calf's foot, cut up
2 cups diced carrots
2 cups chopped onions
3 cloves garles, minced
10 shallots, minced
1 bay leaf

1/4 cup chopped parsley
1/2 cup chopped cetery leaves
2 cups dry white wine
1 cup brandy
4 cups beef broth or bouillon
1 tablespoon salt
freshly ground black pepper

Cut tripe into 2-inch squares. Combine with remaining ingredients in a deep casserole or Dutch oven with a tightly fitting lid. Wrap casserole completely in aluminum foil. Cook in a slow oven (325°F.) for 12 hours. Remove bones before serving. Serves 6.

SWEETBREADS

Only lamb, beef and calf sweethreads (thymus glands) are used in cooking. Calf's heart sweethreads are the sweetest and tenderest. Sweethreads should be precooked the minute one gets them home. Plunge into fresh cold water in a cooking pot. Add I teaspoon salt, I tablespoon vinegar for each quart water. Bring the water to a boil—36 quart water per sweethread—simmer gently for 15 minutes. Drain the sweethreads again and plunge in cold water. When they are cold, cut away and discard the tough tissue that connects them. Put sweethreads back in refrigerator with a plate on top of them to flatten them. They should be cooked and served within 24 hours.

SWEETBREADS EN BROCHETTE

3 pairs sweetbreads
6 slices bacon, cut into pieces
24 mushroom caps
3 medium-sized peppers
cut in 1-inch squares
½ cup metted butter

1 egg, beaten
1 tablespoon dry white wine
1/2 cup bread crumbs
1/2 teaspoon salt
1/4 teaspoon salt

Cut parbuiled sweetbreads each into 4 pieces, dip into egg combined with wine, salt and pepper and then into bread crumbs. Thread on skewers with bacon, mushrooms, pepper squares, Broil under low heat, basting with melted butter until golden brown. Serve with Château Sauce (next page). Serves 6.

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INNARDS CONTINUED

CHÂTEAU SAUCE

4 cup butter
2 cup chopped onion
2 tablespoons chopped shallot
4 tablespoons flour
4 cup canned tomato purée

3 cups strong beef broth
2 tablespoons bottled meat extract
3 cup chopped mushrooms
34 cup dry white wine

Sauté omon and shaliot in 4 tablespoons butter until golden. Add flour and cook, sturing constantly, until it acquires a deep brown color. Add purée, broth and meat extract and cook, stirring constantly, until thickened. Add mushrooms to wine and cook over high heat for five minutes. Stir into thickened sauce. Add remaining butter, melted, and beat with wire whisk or rotary beater until thoroughly blended. Makes four cups.

SWEETBREADS AND HAM IN SHERRY

2 pairs sweetbreads
1/4 pound boiled ham, cubed
1/4 cup butter
1/4 cup green pepper strips
1/4 pound mushrooms

⅓ cup dry sherry
¹ cup heavy cream
⅓ teaspoon salt
freshly ground black pepper

Cut parboiled sweetbreads into cubes. Melt butter, add sweetbreads, ham and green pepper and sauté for 10 minutes, stirring frequently. Add mushrooms and cook five minutes. Add sherry, cream and other ingredients and heat thoroughly. Do not boil or sauce will curdle. Serve on toast. Serves 6.

BAKED SWEETBREADS WITH HERBS

3 pairs sweetbreads
1/4 cup butter, melted
1 clove garlic
1/2 cup chopped onion
1/4 cup diced carrot
1 bay leaf

1/2 teaspoon thyme
1/4 cup chopped parsley
1 cup beet stock
2 tablespoons dry sherry
1 teaspoon sait

Pour melted butter into casserole; aid garlie, onion, carrot, bay leaf, thyme and parsley. Bake in a very hot oven (450° F.) for 15 minutes, then place sweetbreads on top of mixture. Sprinkle with salt and add stock and sherry. Reduce heat to 350° F. and continue baking for 45 minutes, basting occasionally with pan juices. Serves 6.

BRAINS

Calf's brains have the most delicate flavor but beef, pork or lamb's brains may be used. Allow one pound for three or four people. Brains must be properly prepared before cooking. Precook as soon as one gets them home. Put brains in saucepan with enough cold water to cover, add 2 tablespoons vinegar, 1 teaspoon salt, 5 peppercorns, ½ onion sliced, 1 small carrot sliced, pinch of thyme, a bay leaf. Bring to a boil and let simmer for 30 minutes. Store in refrigerator in this liquid until ready to cook. Never store unless covered with liquid.

BRAINS WITH BLACK OLIVES

3 pairs call brains
4 tablespoons butter
2 tablespoons flour
14 cup grated onion
2 cups beel broth or bouillon
2 egg yolks, beaten

2 tablespoons lemon juice
2 tablespoons finely chopped green pepper
1 fresh tomato, diced
½ cup sliced black olives

1 tablespoon capers
1 teaspoon salt

Remove brains from liquid in which they were stored. Cut into cubes. Melt butter, add flour and grated onion and stir until well blended. Add beef broth and cook, stirring constantly until thickened. Stir 2 tablespoons of this hot liquid into the beaten egg yolks. Gradually add egg mixture to hot sauce, stirring constantly. Cook over very low heat 3 to 5 minutes, being very careful that it does not boil. Add brains and remaining ingredients and continue cooking over low heat 15 minutes or until thoroughly heated. Serves 6.

BRAINS AU BEURRE NOIR

6 pairs calf brains 4 tablespoons flour 34 cup butter 2 tablespoons lemon juice 14 cup chopped parsley 2 tablespoons capers

Remove brains from liquid in which stored, and dry them. Dust with flour. Sauté in butter until golden brown. Remove to hot platter. Continue cooking butter until it turns dark brown. Remove from heat. Add lemon juice, mixing well. Pour hot over brains. Sprinkle with chopped parsley and capers. Serves 6.

LIVER

Beef and calf livers do not require scalding but lamb or pork livers do. To scald, drop into boiling water for one minute. Drain immediately. Lamb or pork liver may be substituted for calf's liver in any recipe.



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INNARDS CONTINUED

BAKED LIVER AND ONIONS

6 slices beef liver I bay leaf 2 large onions I teaspoon thyme 1/4 cup chopped parsity ⅓ cup butter 1 teaspoon saft ½ cup dry red wine freshty ground black pepper 1/2 cup flour

Cut peeled onions into slices 1/2-inch thick. Arrange in greased baking dish. Dot with butter. Pour wine and 1/2 cup water over. Add bay leaf, thyme. parsley, salt and pepper. Cover and bake in a moderate oven (350°F) for 30 minutes. Dredge liver with flour. Place on top of baked onion slices, cover and cook 30 minutes, basting two or three times. Remove cover, continue cooking 10 to 15 minutes. Serves 6.

ROAST CALF'S LIVER

1 whole calf's liver (3-31/2 pounds)

1/2 teaspoon salt

1 tablespoon grated onion

freshty ground black pepper

1/2 pound bacon, sliced

Place half of baron on bottom of baking dish and place whole liver on top of it. Spread with grated onion, sprinkle with salt and pepper. Arrange remaining bacon slices on top of liver. Bake in moderate oven (325°F) for 1 hour. Serve with Béarnaise sauce (below). Serves 6.

BÉARNAISE SAUCE

I cup dry white wine

I teaspoon dried chervil

3 egg yolks 2 tablespoons terragon vinegar 1 tablespoon minced shallot 1 cup butter

I tablespoon chopped paraley I teaspoon dried terragon

1/2 teaspoon sait

freshly ground black pepper

Beat egg yolks with 2 tablespoons wine. Set aside. Cook remaining wine with vinegar, paraley, ½ teaspoon tarragen, ¼ teaspoon chervil, shallot, pepper and salt over direct heat for 15 minutes. Remove from heat and add egg yolk mixture, stirring briskly. Add butter, 2 tablespoons at a time, beating thoroughly after each addition. Put through fine strainer. Add remaining tarragon. and cheryil. Makes about 2 cups.

KIDNEYS

Veal or beef kidneys should be parboiled 15 minutes in salted water, drained and sponged to remove odors. Lamb kidneys do not need this.

BEEF KIDNEYS WITH WAFFLES

2 beef k dneys

2 tablespoons dry sherry

6 large onions, chopped

1/4 cup butter

I clove garlic, minced

1 teaspoon saft

34 cup flour

freshly ground black pepper

Cover parboiled kidneys with 2 quarts water, add onions, garlie, salt and pepper. Cover, bring to a boil, reduce heat and simmer for I hour. Removekidneys from broth, cool, trim and dice. Mix flour with 1 cup water, add to broth and cook, stirring constantly until thickened. Add sherry, Sauté dired kidneys in butter for five minutes, add to broth. Serve on waffles. Serves 6.

VEAL KIDNEYS ARDENNAISE

12 yeal kidneys

I cup chicken stock or bourlion

35 cup butter 2 tablespoons minced shallots 2 tablespoons flour 3 cups coaked rice 1/2 cup chopped parsley

I cup sliced mushrooms 14 cup diced green pepper 1/4 cup brandy

1/2 teaspoon salt freshly ground black pepper

Split kidneys and cut into 14-inch slices. Sauté shallots, mushrooms and green pepper in butter for 5 minutes. Add kidneys and cook 5 minutes, stirring once or twice. Heat brandy, ignite it and pour over kidney mixture. When flame dies, add stock and stir well. Cover, simmer 10 minutes. Stir in flour mixed with salt, pepper and 2 tablespoons cold water and cook, stirring constantly until thickened. Serve over hot rice mixed with parsley. Serves 6.

VEAL KIDNEY AND BRANDY STEW

6 veal krdneys 1/4 cup butter

14 cup dry white wine I tablespoon chopped parsley 2 tablespoons brandy

1 gnion, minced I cup sliced mushrooms 3 tablespoons flour

1 teaspoon sait

I cup beef broth

freshly ground black pepper

Dice kidneys. Sauté omons in butter until golden. Add kidneys and mush rooms and cook, stirring frequently for 10 minutes. Add flour and stir well Add beef broth and wine and cook, stirring constantly until thickened. Add remaining ingredients and mix well. Serves 6,



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INNARDS CONTINUED

TONGUE, PIGS' FEET, HEART

Beef tongue comes fresh or smoked. Lamb's tongue is bought fresh. Pigs' feet may be bought whole or split. For the deviled pigs' feet recipe below, ask to have them split. Veal heart is most flavorful and tender. However, beef, lamb or pork heart may be substituted in this heart recipe. Heart should be rinsed in cold water and the coarse fibers at the top and inside removed before cooking.

COLD BEEF TONGUE WITH HORSERADISH CREAM SAUCE

1 smoked beef tongue (2½ 3 pounds)
2 onions
1 stalk celery
1 whole clove
4 cup butter
1 bay leaf
5 peppercorns, crushed
1 tablespoon salt

Cover smoked beef tongue with cold water. Add salt, celery, clove, bay leaf, peppercorns, onions and garlie. Cover, bring to a boil, reduce heat and simmer for 3 hours. Remove from the water, cool. Peel tongue and remove bones and gristle from the thick end. Melt butter in a deep pot and brown the tongue all over in this. Add wine and I cup of water, cover and simmer for 2 hours, turning after the first hour. Remove from heat and allow the tongue to cool in this broth. Serve it cold with the horseradish cream sauce (below). Serves 6.

HORSERADISH CREAM SAUCE

14 cup horseradish 1 cup heavy cream

1 teaspoon salt

Add salt to cream and whip until stiff. Fold in horseradish. Serve at once. Makes about 2 cups.

LAMB TONGUES WITH RAISIN SAUCE

Cover lamb tongues with cold water. Add bay leaf, onion, garlie and I teaspeon salt. Bring to a boil, cover, reduce heat and simmer for 2 hours. Remove from heat and let cool for ½ hour in stock. Remove tongues and skin
them. Strain stock, saving 2 cups. To stock add raisins and brown sugar,
Bring to a boil and stir in cornstarch mixed with white wine, pepper and
the remaining salt. Cook, stirring constantly until the stock is thickened.
Remon lamb tongues to sauce and continue cooking them for 15 to 20 mintites. Serves 6.

DEVILED PIGS' FLET

2 eggs, beaten 6 fresh pigs' feet, split 1 large onion 2 tablespoons dry white wine 2 cloves garlic 1 tablespoon A-1 sauce 1/4 teaspoon Tabasco 1 bay leaf 1/2 cup chopped celery leaves I cup dry bread crumbs 1/4 teaspoon dry mustard 6 tablespoons chopped parsley 1/2 cup butter i teaspoon thyme 1½ teaspoons salt 1 teaspoon sage 1/2 cup flour freshly ground black pepper

Scrub pigs' feet well. Place in saucepan, cover with cold water. Add 1 teaspoon salt, onion, garlie, bay leaf, celery leaves, 4 tablespoons parsley, thyme and sage. Bring to a boil, reduce heat and simmer 2 hours, or until tender. Drain, cool. Roll in flour, dip in beaten egg mixed with wine, A-1 sauce, Tabasco. 4 teaspoon salt, pepper. Then dip into bread crumbs seasoned with dry mustard and remaining chopped parsley. Sauté in butter until golden brown. Serve with cold applesauce. Serves 6.

VEAL HEART AND RED WINE STEW

1 pound yeal heart 1 tablespoon chopped chives 1/2 cup chapped parsley I pound year kidney 1/2 pound park liver 2 whole cloves 1 clove garlic 1/2 cup flour 2 cups dry red wine 1/4 cup butter I bay leaf 1/2 pound mushrooms, sliced 1/2 teaspoon thyme I teaspoon salt 1/2 cup chopped celery leaves freshly ground black pepper

Dice meat, dredge with flour. Melt butter in saucepan, add meat and brown, stirring constantly. Add water to cover and remaining ingredients, except wine and mushrooms. Bring to a boil, reduce heat, cover and simmer for 3 hours. Add wine and mushrooms and simmer 30 minutes longer. Serves 6.



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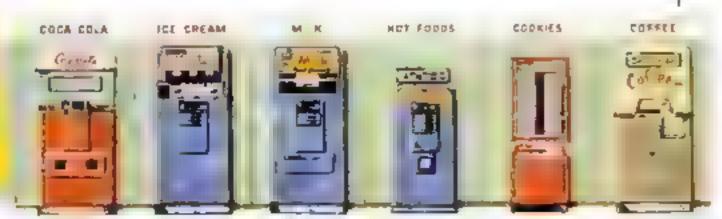
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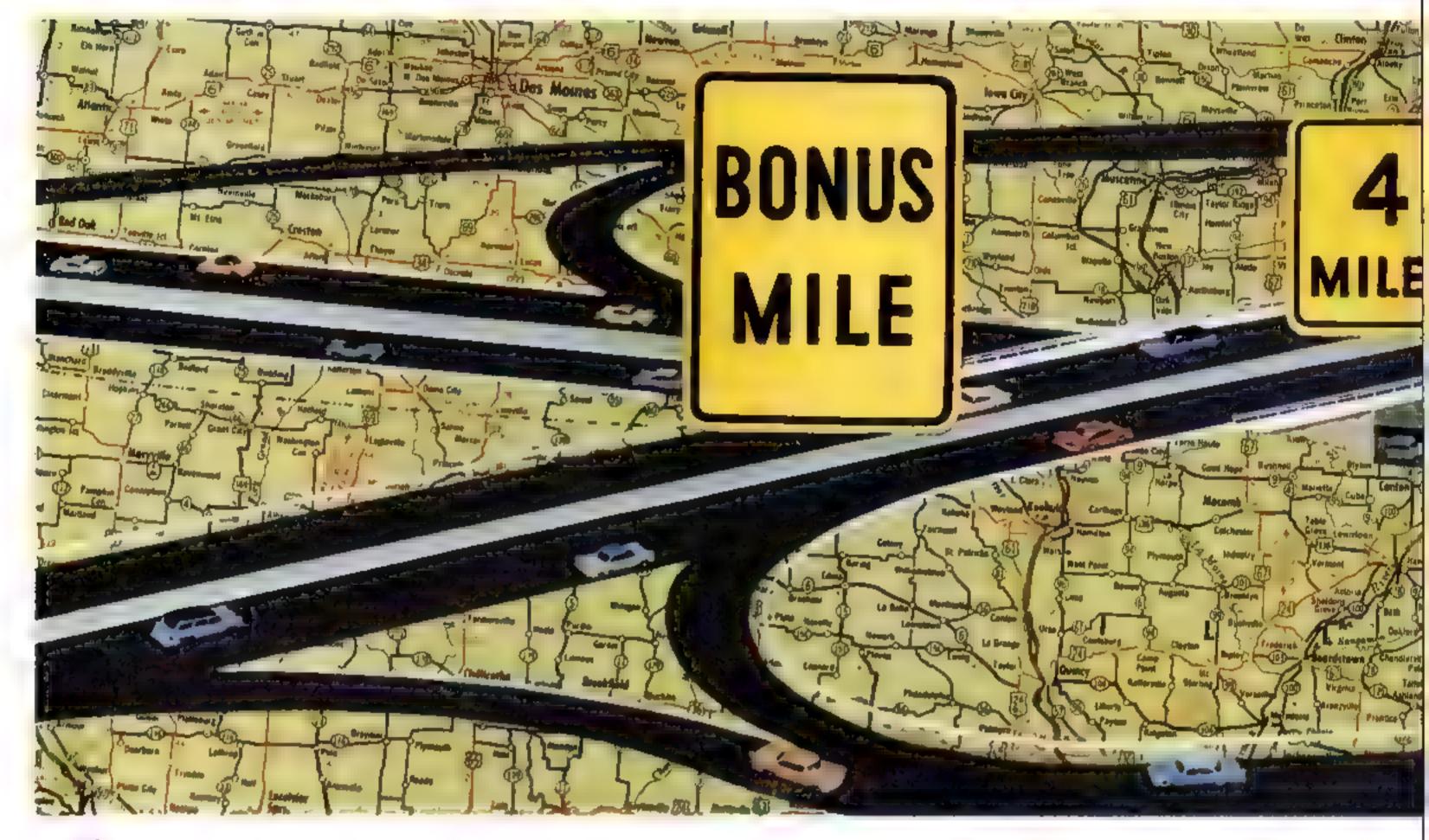




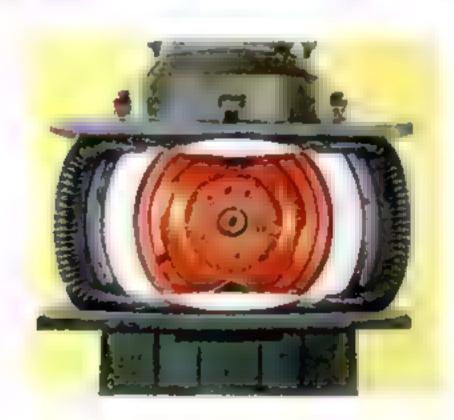


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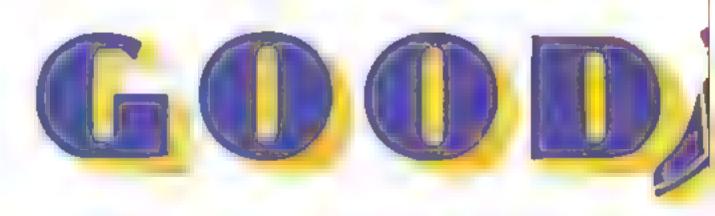
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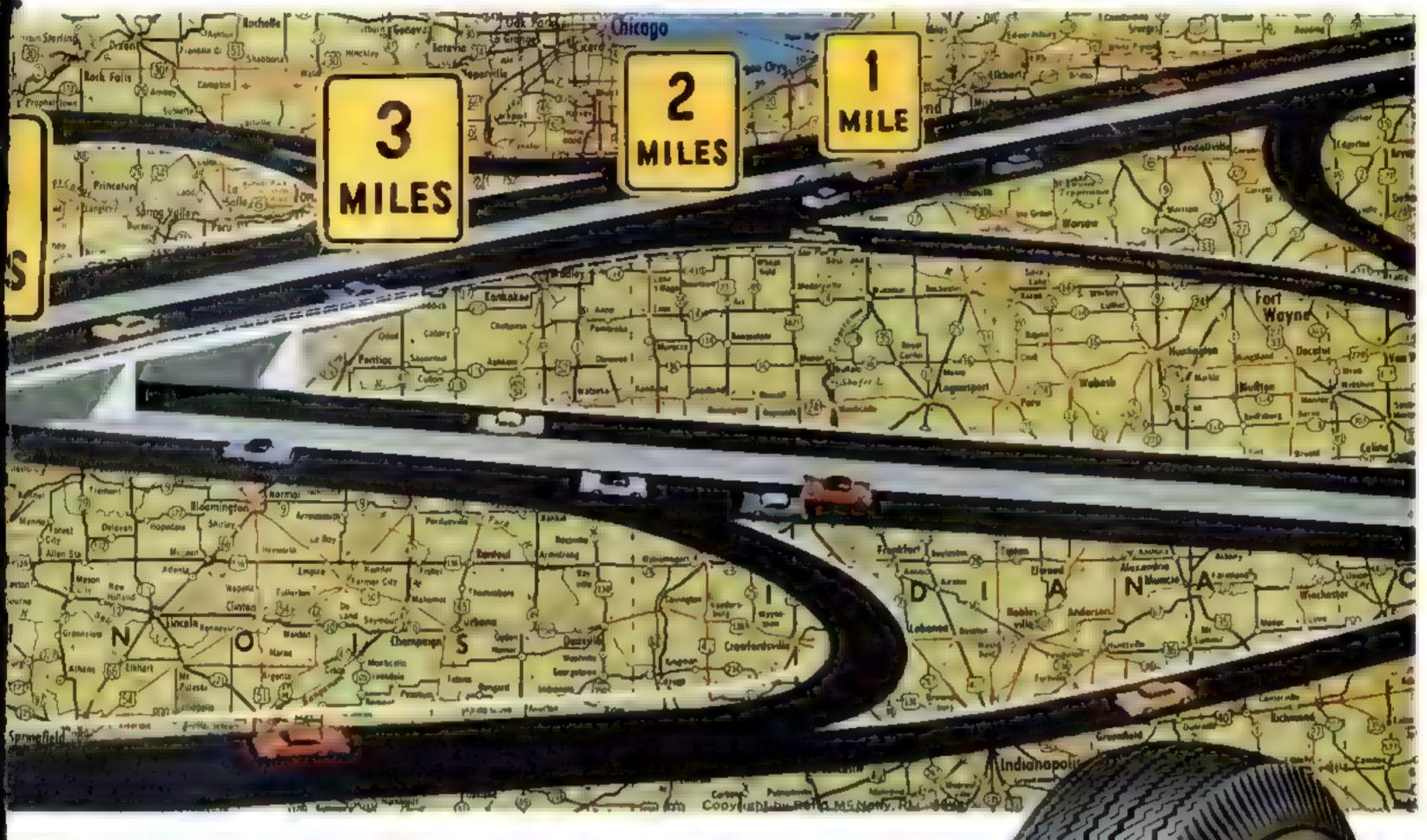
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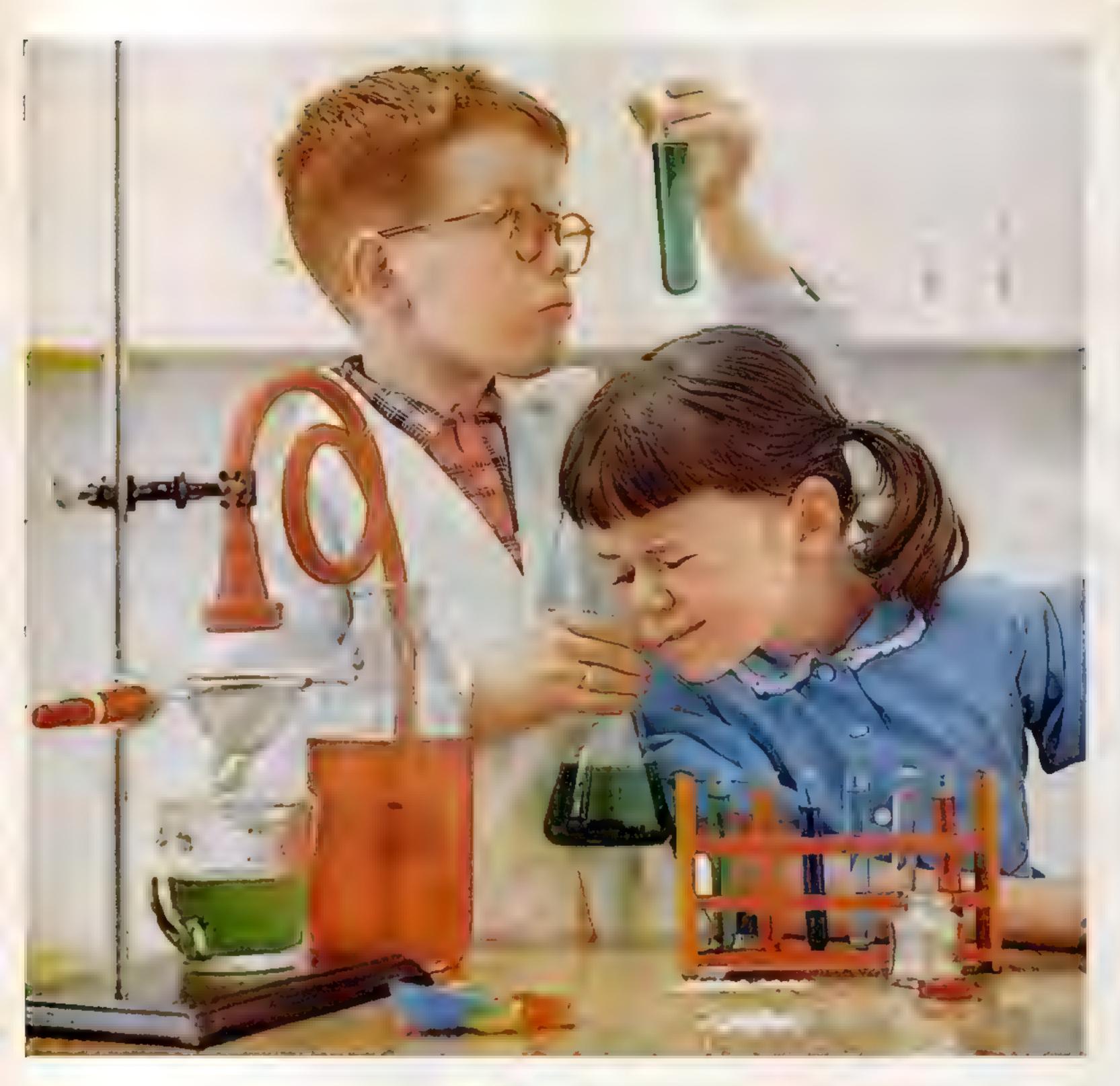






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Garden Addict Kicks the Habit

EX-ENTHUSIAST FINDS HORTICULTURE'S PERILS EXCEED PLEASURES

by PHYLLIS McGINLEY

T is 10 o'clock on a Saturday morning in Spruce Manor, our flowery A eastern suburb. The month is May, the sun is shining, and the air smells sweet of hiac and hily of the valley and weed killer. Outside the windows of the kitchen where my husband and I are lazily pouring ourselves a second cup of coffee we see the world at work—the bee raiding the tulip, the robin advancing on the worm, all our soil-colored, grassstained neighbors in their regular weekend fury of pruning, snipping, dividing, spraying, heeling in, grubbing out and propping up. Automatically my husband reaches as if for his gardening shears. I shake my head warningly. He relaxes and butters another shoe of toast.

For this year the Saturday fever is not for us. After 18 years we are giving up a habit that is as obsessive as drugs. We are now charter members in good standing of Horticulturists Anonymous, local chapter Number 1. We are reformed addicts who are in the process of reducing our

garden to not very much more than a "green thought in a green shade."

Later in the morning we will perhaps give the lawnmower a brisk spin. We may even lean across the hedge to commend our next-door neighbor, whose peonies show such prosperous buds. But that is as close as we will get to our former outdoor pastime. Since we have learned that we can't take gardening calmly, we're leaving it alone.

Not that we do not love gardens or know how to make them. We love them as alcoholics love martinis. And we are wise with the lore of 18 studious years. We know all the triumphs, all the crosses. We know cold frames and burlap wrapping, how it feels to see one's own crocus pushing through the snow earlier than any other crocus in town. We know the dubious delights of raising perennials from seed, and we understand the treacheries of slug, squirrel, rabbit, mole, black spot, blotch, blister beetle, nematodes and roadside nurserymen. On our half acre we have

planted and frequently seen flourish nearly every flower, shrub and vegetable likely to thrive in our uncertain climate—and some not so likely. We have mulched and weeded and hoed and been elated and cast down. We have tended trees and experimented with wild flowers. The uses of bone meal, sheep manure, bucket pumps and Bordeaux mixture are no mystery to us. And our decision to make away with blossom and vegetable is due not to disappointment but to success.

For we found ourselves, seven months of the year, slaves to our garden. Sometimes, if we were working with winter bloom, it was 12 months.

As slaves we were willing enough. Gardening has compensations out of all proportion to its goals. It is pure creation. That dungareed figure scrabbling in the earth, with dirt under his fingernails and thorn scratches on his arms, is no figure of fun but half a god. The sun beats on him, the rain wets him, arthritis lurks under his kneeling pad, ants run up and down his sleeves. Still, it is the posture and the task he has chosen

and loves. To be able to walk around a border after dinner and smell the fragrance of his mignonette, to speak a personal word to each painted daisy, to pull up a wild onion or congratulate the tuberous begonia he has steered into preposterous flowering—those are pleasures past explaining. But the pleasure can turn into dissipation. We are through,

The beginning, of course, was all hopeful delight. We were early in the trend to the suburbs, early in the now common pattern of the young couple without much moncy saved, who buy a house in an upper-middle-class area and yearn to make the earth blossom like a hybrid perpetual climbing rose.

The house we bought was elderly and it already had a garden of sorts, with cedar planting and effete narcissi. "So much green," we said. "No color, no plan. What lack of imagination!"

Our own imaginations were vivid enough for three families. We knew what we wanted. It was what

half the young people moving into new homes today want: a small estate, complete to borders, beddings, herbs, nine bean rows and maybe a honey bee. Nor were we novices. My husband bragged of a thumb so green that he could use it for a safety signal. Had he not, in our city apartment, forced amaryllis into almost obscene growth? Had he not gained a certain dubious fame for the corn he once grew on a rooftop in Brooklyn Heights—seven stunted but recognizable ears? I had lent a hand in our garden when we lived in the West and remembered tying sweet peas and watering four-o'clocks.

So we made our dreams come true in glorious seed-catalogue color. After we had classified and explored—after we had picked up the sticks, stones, tin cans and bones and pushed back the jungle, we moved in with the zeal of the True Believer. We built frames. We nursed seedlings and slips. We laid out borders for perennials and beds for annuals. We studied the tedious techniques of transplanting, grafting, naturalizing and massing for effect. And crops grew for us obediently. We had the tallest digitalis and the finest cup-and-saucer flowers, the most sentimental bleeding hearts and the tinkliest coral-bells of any garden in town. Passers-by exclaimed over our lilies and the neighbors envied the showiness of our double stock. We grew herbs, we grew broccoli. Every year we added or changed or enlarged—at a cost in money and effort which only the devotee will believe.

Gardener's curves from crouching

We could afford a novel front walk which would be a combination of rock garden and shrubbery. When it came to a choice between new clothes and a pair of holly trees, we thought there was no choice. Clothes became unimportant, anyhow. We had no time to visit friends, and who can go out to dine with earth-stained hands? Our backs took on permanent curves from continual crouching as we searched for weeds in the garden and dandelions in the lawn.

For the trouble with gardening, I repeat, is that it does not remain an avocation. It becomes an obsession.

I don't refer to those undedicated souls who throw a few seeds into a

backyard patch and hope for the best, or who do their landscaping with marigolds. According to a Mr. Robert Brewster who is associate agricultural agent for Suffolk County, New York, the average owner of a new home in 1958 will spend \$90 on his grounds. That may be four times more than in 1956, as he says, but it doesn't mean that all those home owners are true addicts. A few arborvitae, a half-dozen rose bushes, some flagstones, a basket of half-grown asters, together with repairs on the lawn mower and a bottle or two of Absorbine Jr. can easily account for most of the \$90. The real devotee will filch the money for his wife's winter coat and spend it on a new breed of gladiolus. He will dip into principal and send his children for their working papers before he will relinquish the double pink Dutch hyacinths he has on order at his jobber's. He will water illegally in droughts, quarrel with his neighbor over marauding dogs and forget about that Maine motoring trip because there is so much work to do around the place. He is vassal, not lord, of his land, and he

is at the mercy of all his enemies.

His enemies are legion. Take birds, for instance. Whose heart is so hard it does not melt to hear the twittering of wrens at his front door, the song of thrush and robin? Whose eye is so blind to beauty that it does not follow joyfully the flash of a blue jay's wing through the spring sky? The answer is: the gardener's. Birds fly off with his labels and ties. They eat up his grass seed. His trees, his vines, his fruits are quite literally for them. We found blueberry bushes on our property but we have never found the berries. We own a cherry tree which we share: one pie for us, a summer's larder for the birds. We once spent all our weekends and half of the roof-repair money on cheesecloth with which to net the fruit. We didn't know then that birds could climb. But there we saw them, every fine day, perched inside the netting, devouring our incipient preserves.

Birds are only one enemy. Squirrels take the walnuts and the corn.

Dogs bury bones among the snapdragons and play tag in the geraniums. Rabbits are especially fond of lupines and of lettuce. Small boys trudge though cutting beds on their way to school. For every flower there is a stand for every vegetable a parasite or a disease. But nothing quite every s in destructive force one species of enemy that is not always recognized as such. I refer to the Angel of Death, the so-called Professional Gardener.

I use the word "professional" guardedly. Somewhere in this land he must still survive, the gnarled, wise old man who has forgotten more about what goes on in the earth than Max Schling ever knew. But I have never met one outside an English novel. When we began here we could scarcely hire even a pair of willing hands and a strong back. When we absolutely had to have help with excavating and bulidozing and purchasing shrubs, what we got were supersalesmen, eager to sell us rhododendron without roots, "compost" that burned the grass and maintenance contracts more costly than a yacht. They weeded not, neither did they thin. They all answered to the name of Mario, but if they were Italian they must have emigrated from concrete cities. Like Greeks who become restaurant keepers by propinquity, like Chinese who invariably set up laundries, these were innocent of apprenticeship in their trade. They pulled fern instead of ragweed and they always seemed to plant bulbs upside down.

They did not, at least, do to us what they did to friends of ours. These innocents owned two impressive evergreen trees which began to look very ill in the autumn. Their needles fell, their green dimmed. "Dead," pronounced the Professional Gardener. "I'll cut 'em down cheap." So he cut down the two finest larch trees in town, which had always shed their needles in the fall like proper larches. At \$12 a day (I hear it is now \$20) these blunderers managed more damage to our garden than a siege of tent caterpillars. One summer when we had to be away on business we left a highly recommended fellow to mow and weed. I also left him instructions about the lobelia—300 of them—which I had painstakingly planted for edging all around the front border. If anyone has ever planted 300 lobelia the size of eigarets and much less sturdy, he will understand my grief when we returned to find that blue edging looking like a patient who has just had every other tooth in his head drawn. It's been



MAKING MORE WORK FOR THEMSELVES, avid gardeners seek out flower centers like Green Valley Nursery in Hawthorne, N.Y., which they patronize in great numbers in order to buy more plants that need tending.



"Any bran cereal keeps you at the plate... as long as it's delicious

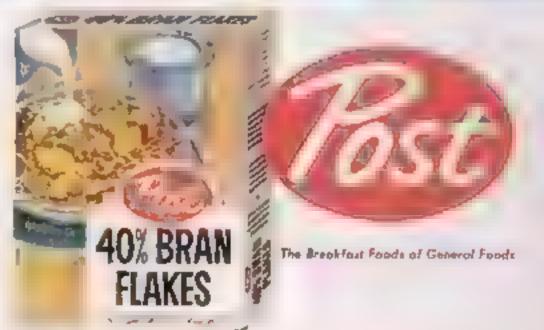
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Ask any real bran fan—and he'll tell you to get your keep-regular benefits with Post 40% Bran Flakes. That's because they taste so good that millions prefer them for flavor alone. Guess that's why they're the largest selling, huh?



ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER





FREED OF OBSESSION, Miss McGinley and husband Bill enjoy "green thought in a green shade" with their cat in their now unflowered backyard.

GARDEN ADDICT CONTINUED

a long time now since we let any hands but ours touch lawn or garden. Power mowers and perseverance saved us from that enemy.

But how can a gardener escape the burdens of his own toil? The trouble with flowers is that, in spite of all adversaries, they flower.

Already, although it is only May, the gardener's heady pleasure in creation is giving way to a kind of desperate postnatal care. Narcissus has spent itself. Now he must trudge daily about the borders, snipping off those wizened heads. Poppies have to be staked. Alarmingly soon it will be time to divide the iris, pinch the chrysanthemums, examine the peony for blight. Tulips must rest although the gardener does not. Flower beds must be made smooth while his own is unslept in.

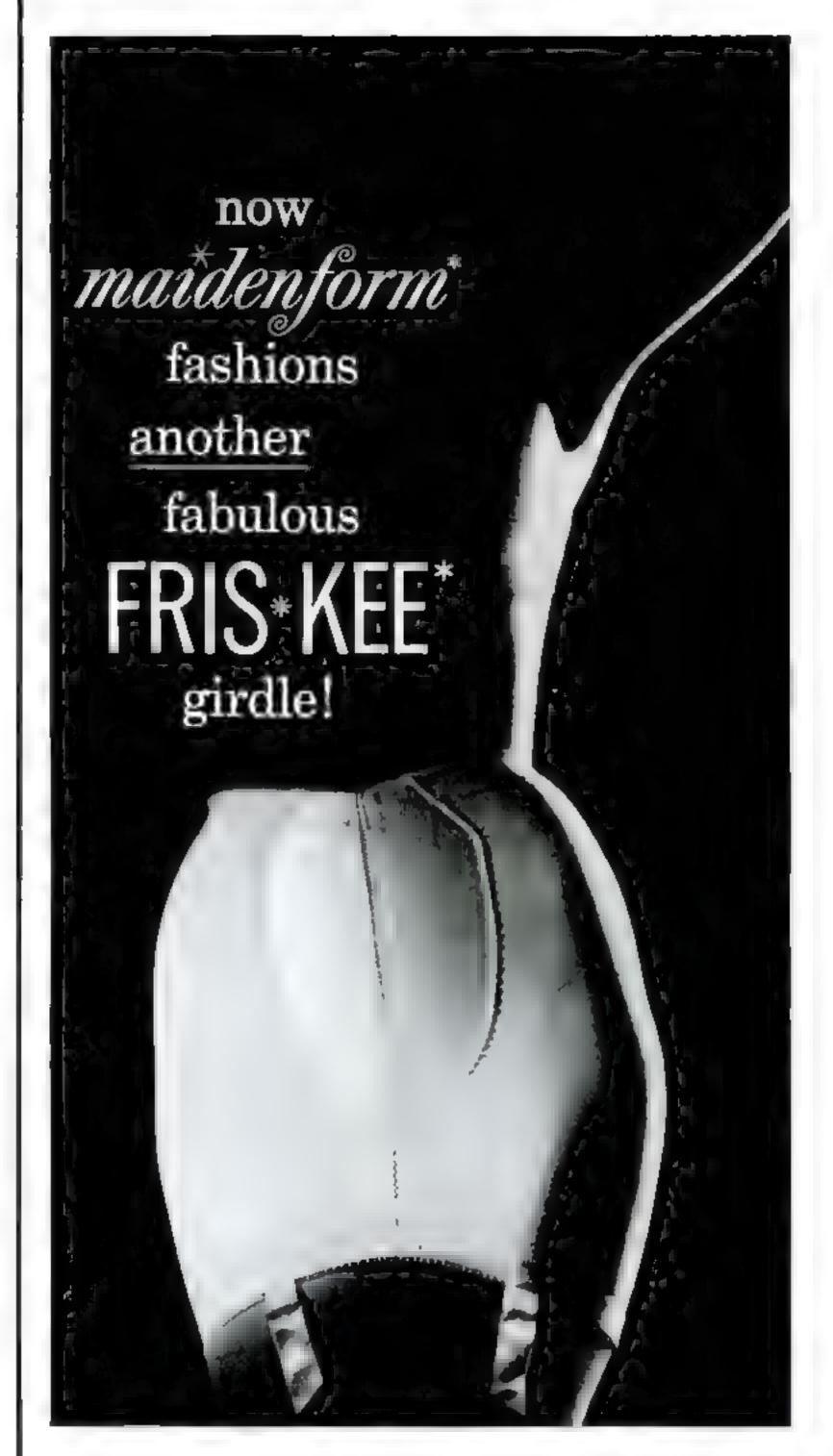
For me especially, this year, how glorious not to have to think of pansies! No one who grows them—and everyone does—is ever finished with them. Give a pansy an inch and it takes a backyard. On a place like ours, part sun, part shade, they used to emerge by the hundred like celebrities at a Rodgers and Hammerstein first night. Every time I came out of doors I would shudder at the sight of all those sulky, staring little faces. I felt as if I had no privacy. Besides, they had to be picked so that they wouldn't run to seed and stop blooming. And what do you do with them after you have picked a daily fistful? Give them to friends? All your friends are having pansy trouble too. There are just so many vases which will hold their stubby stems, just so many low bowls that can be filted.

As a matter of fact, one grows weary of all the hardy bloomers, of everything which has to be reaped and gathered. By the end of July, keeping flowers in the house gets to be too much for the working gardener. Early bouquets are valuable for morale, and they endure. But by midsummer, worn out with carrying water to his seedlings, with dusting the delphinium, with putting pots over transplants and worrying about flea beetle on the primula, the gardener gets a little desperate trying to use up all that blossoming.

But if flowers become a burden, how much more wearing is a harvest of vegetables. Again, wealth can be dismaying. You can let campanula just stand. But peas have to be eaten. Cabbages must be gathered. The successful truck gardener can never go out to dinner in the summer because his conscience tells him he has to be at home eating up his corn or packaging his beans for the deep freeze.

But even the most rabid gardener comes to see that this is ridiculous. Vegetables were the first thing we let go, and thankfully. For a while we planted tomatoes in the flower border, and once we made a handsome edging out of lettuces. But the tomatoes drooped upon the zinnias in August, and every time we picked a lettuce we destroyed the symmetry of our beds. Now we just buy what we need at the grocer's.

I can't recall exactly which day and hour it was that we decided we had to reform—when my husband and I stared around our grounds and with a wild surmise came to a decision. It may have been the time he was recovering from a slipped disc sustained from having lifted one too many spadefuls of mulch. It may have been that day at lunch when we suddenly agreed that we didn't like radishes and so why were we raising them—just because they were a foolproof crop? Or perhaps it was the hot afternoon when I rebelled at having to clip off one more flower to keep the buddleia flourishing. We had probably also been poking into the garage where all the costly tools of our



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Another fine product of Chesebrough-Pond's Inc.

GARDEN ADDICT CONTINUED

avocation were stored, all the patented weeders and the pots and frames and hose racks and bags of lime which we had accumulated. Maybe it was just too many pansies. In one fateful moment we looked back over 18 years and decided a garden wasn't worth it.

We hadn't been abroad since we had bought the house. I hadn't ever felt solvent enough to acquire a fur coat or my husband to buy a decent chess set. Yes, we did have flowers too many to pick and apples we could have bought cheaper in any store (what with dormant spray, petal-fall spray and the other expensive operations). We had the finest Madonna lilies in town. But we couldn't leave even for a summer Sunday lest blight or roving animal disturb the peace. Even the winters were not our own, for our mania had pushed us into cellar-forcing, and all through February we drowned in hyacinths and early tulips. We knew how to grow gypsophilia to add to bouquets of Betty Prior Floribunda roses, but we hadn't seen My Fair Lady.

It was time, we agreed, that we dispossessed ourselves.

I think I never knew the feel of freedom better than on the glorious morning when I gave away all the young digitalis plants I had been nurturing in a semishaded spot. Unless it was when I heard the lawn mower scrunch over the carcass of an obstinate phlox. Our blueprint of destruction was simple. We returned the land to greenery, just as we had found it when we came. Every border went into ivy or periwinkle. Under trees we planted ajuga. The flowerbeds became lawn.

As for pachysandra, we strewed it like manna. I feel for the anonymous genius who first discovered that useful ground cover the same sort of gratitude that parents feel for Dr. Jonas Salk. Pachysandra has been our summer immunizer. You can't kill it, it grows faster than sedum, no weeds live in it and it stays green all winter. It even hides the ragged edges of the lawn and needs no cultivation. We've left the hedges—after all, a man has to have some exercise—and we've left the roses so long as they climb up trellises where they behave themselves and don't require more than a little careless clipping. We've even left the tulips and azaleas and whatever forget-me-nots survive the winters by themselves. Everything else is neat, green and undemanding. Now we can go away any time we like and, except for the encroachments of crab grass, all will be tidy when we return.

It is true that, like alcoholics, we shall never be truly cured. I scarcely dare keep violas on a southern windows: Il lest they prove the opening wedge of a new indoor-gardening mania. We never pass a border in full bloom that we do not feel a pang of envy—envy mixed with gratitude that it is not ours to spray and weed. When I give a party—and I do give them, now that I have time—I sometimes feel a bit ashamed at not having flowers of our own for the table.

But for the most part we are content with our roles as Elder Statesmen to whom our toiling younger neighbors can come for advice and for what they really want—praise. And we don't really miss a single harvest. In the summer we do our friends the favor of accepting their flowers, and in the fall we gladden their hearts by eating up their tomatoes. It's a nice change all around. They know the joy of giving, we of receiving. And since I have all those low bowls left over in the china closet, I'm a godsend to all the women in the block.

I pick their pansies for them.



A BOON TO NEIGHBORS who still garden, Miss McGinley, with daughter Patsy, arranges some pansies she has just picked to help out a friend.

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THE BEER THAT MADE MILWAUKEE FAMOUS





TERROR of burning city was painted in 1913 by German Ludwig Meidner as part of apocalyptic series. Through Its strident colors, chaotic forms, it forecast destruction of coming war.

HORROR and anxiety distort self-portrait of Oskar Kokoschka. It typifies the expressionists' preoccupation with their own emotions.

IMAGES OF EMOTION

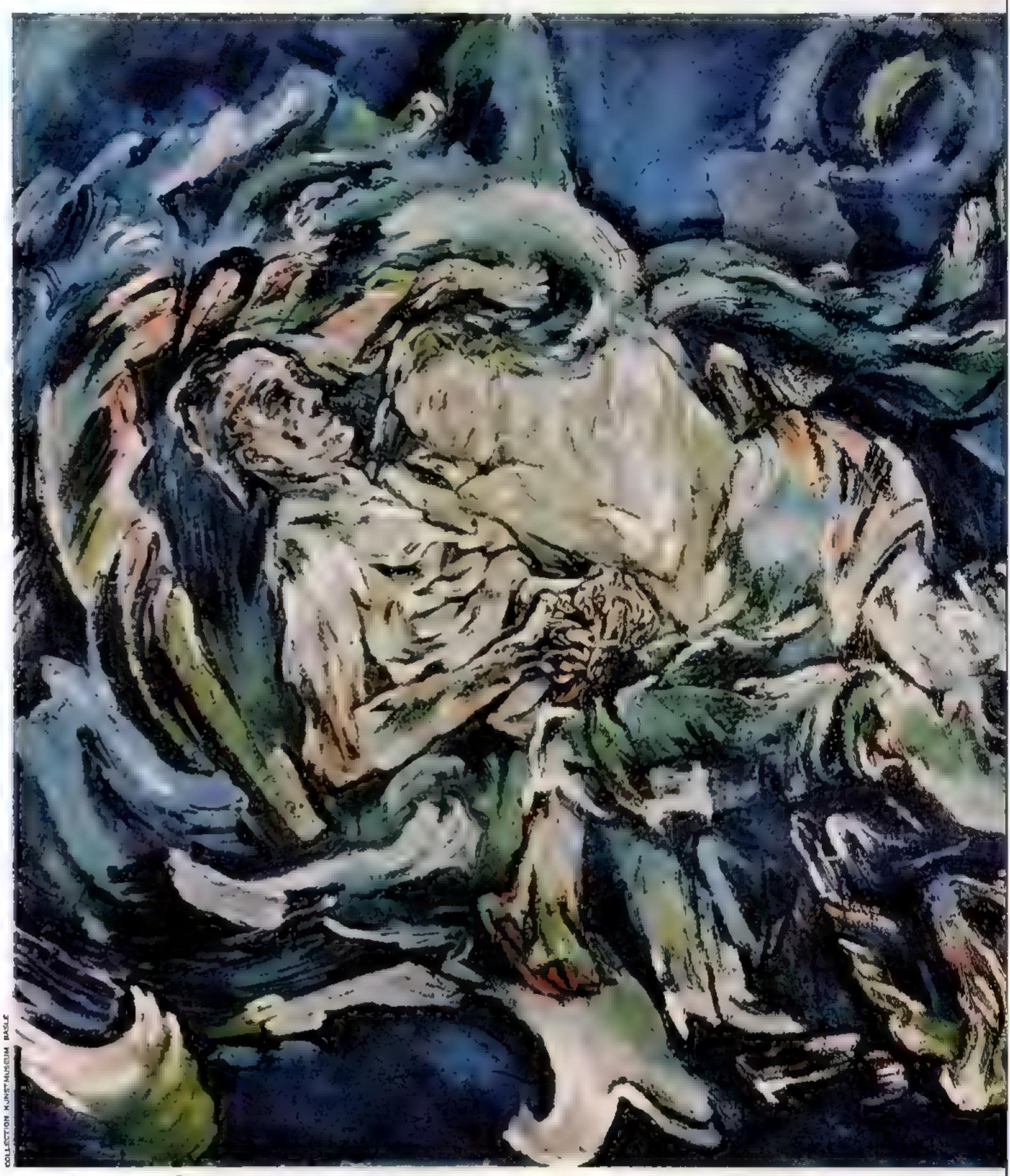


EXPRESSIONIST ART HAS A BIG REVIVAL

GHAST with innerfears, ghastly with outer disaster, the sculpture and painting shown here are products of one of the most brilliant and short-lived epochs of modern art. For a decade in Germany before World War I the impassioned style of expressionism flared up like an exploding star, brightened by some of the most famous art names of the 20th Century. Then almost as quickly its power and brilliance diminished and expressionist art was generally ignored. Today, after 40 years, expressionism is enjoying a landstide revival. Expressionist paintings have soared in value and expressionist exhibitions are enlivening art galleries all over the U.S. and Europe.

Expressionism was so named because its violent colors, crude forms and restless rhythms were the emotional expressions of the artists who created them—translations not of what the artists saw, but of how they felt about what they saw. These artists, who came from all over the Continent and America, were inspired by the blunt, often grotesque forms of primitive art which, to them, most forcefully expressed truth. World War I disrupted the movement and, when the war ended, the painters of Paris came to dominate modern art. Now, with French art no longer a novelty, the world is getting its first full-scale look at the still startling work of the expressionist rebels.

THE SECURITY OF LOVERS, SOLITUDE OF CROWDS,



Power of Love is interpreted in Tempest, one of several paintings by Austrian Kokoschka, which stem from his devotion to Alma Mahler, widow of the Austrian composer.

This dreamlike image, with its cool tones and swirling contours, suggests peace and oneness the lovers feel even though they are caught up in tumult of their own feelings and stress of world

STARES OF FACES



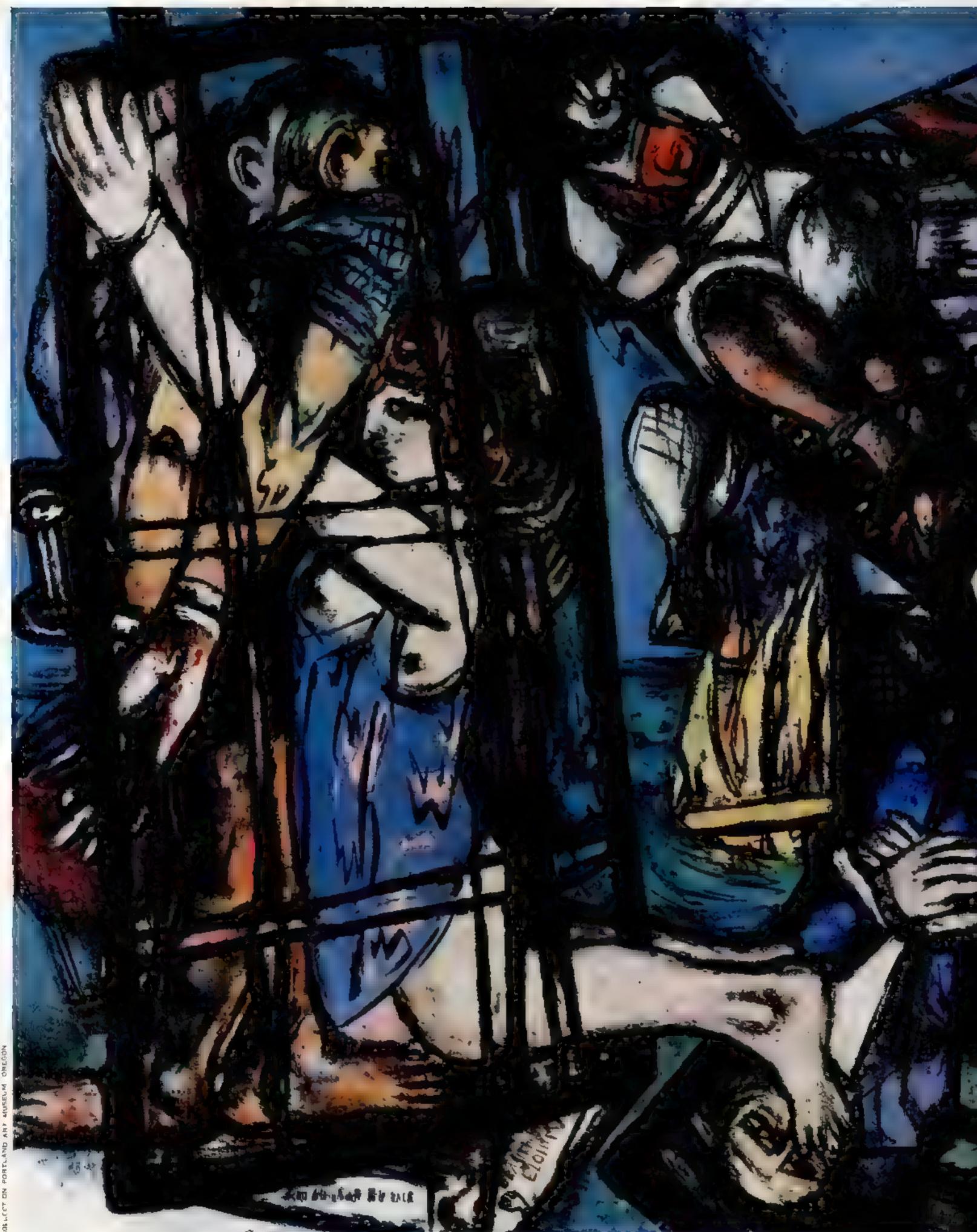
CITY'S LONELINESS preoccupied German E. L. Kirchner. In Street Scene he emphasized jarring colors, crush of people. Masklike faces add to the effect of each person's aloofness.



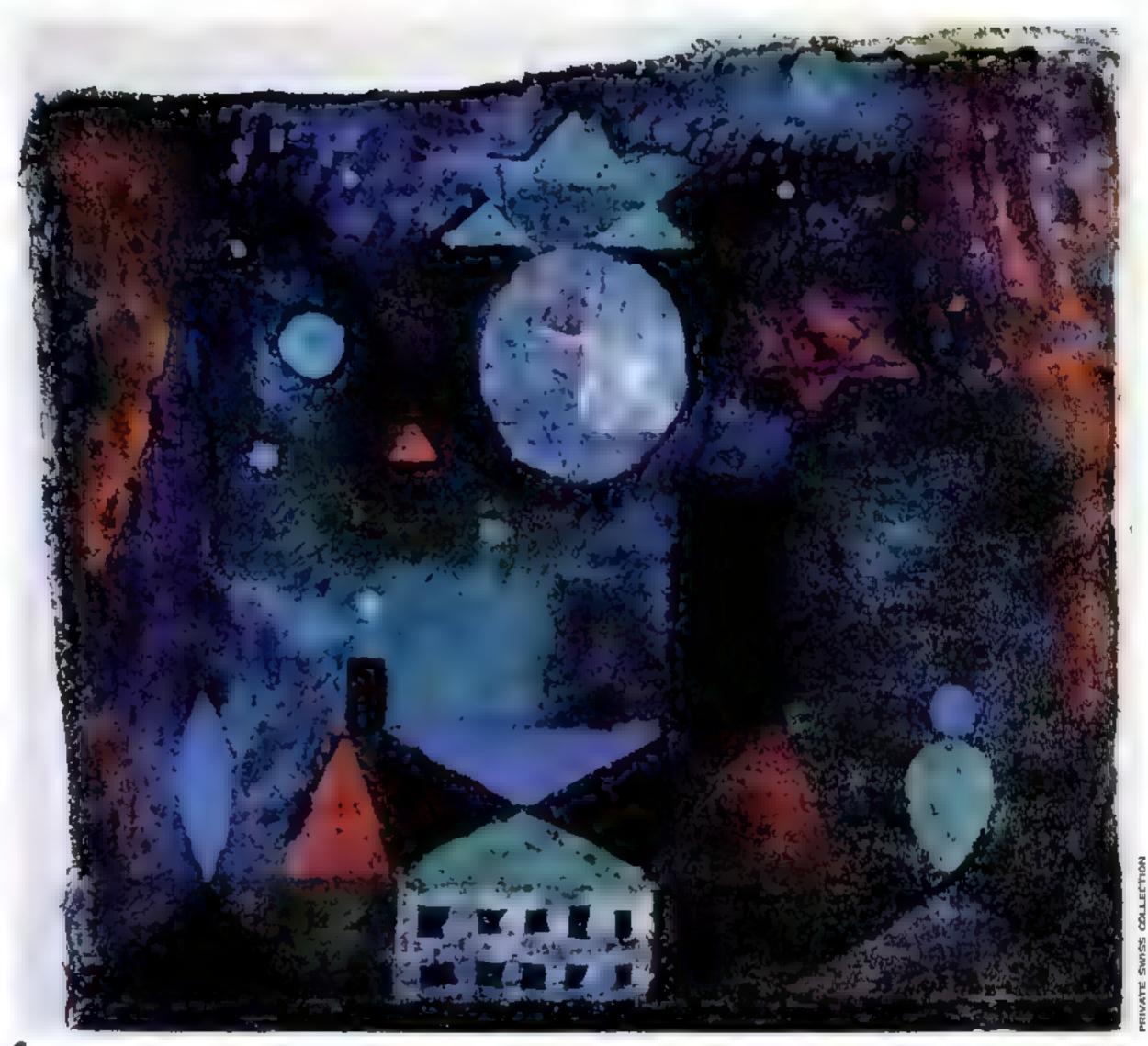
PEASANT STRENGTH attracted German E. Nolde on trip to Russia, Painting Three

Russians with heavy strokes, he crammed faces into small space to stress their rugged bulk.





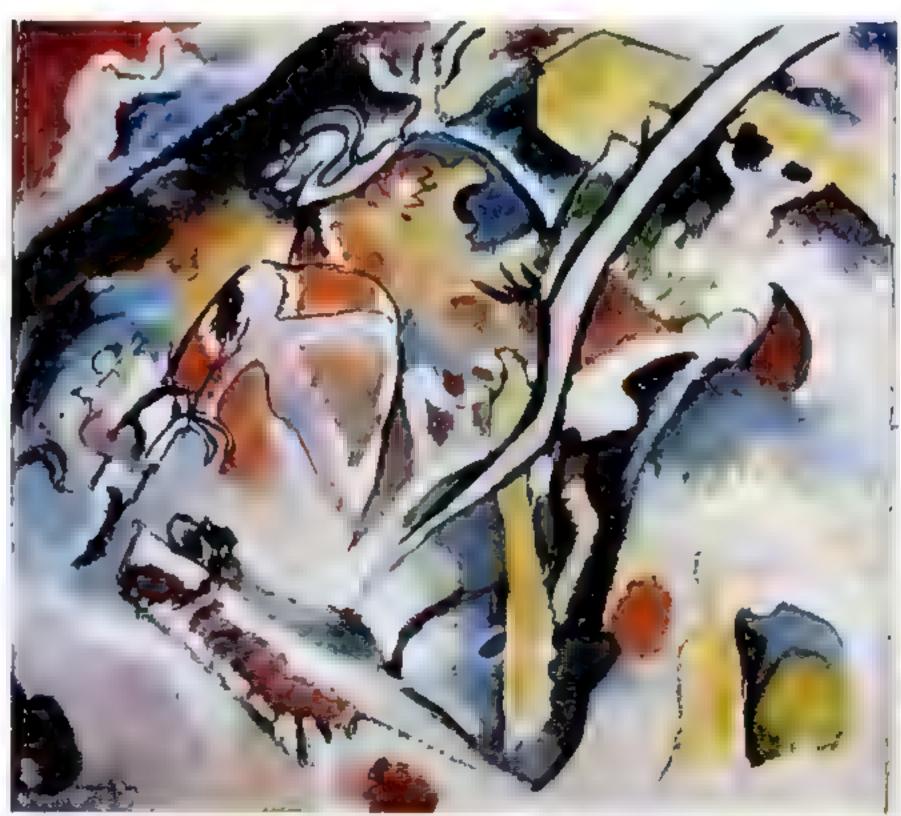
WORLDS OF MYSTERY, MOOD AND MOTION



SHADOWS, dark tones conjure up the ominous atmosphere of Sters Above Evil Houses, by Swiss artist Paul Kiee. Combining childlike images with subtle colors, he developed a highly personal art to suggest states of mind.

WINDMILL revolving with prisoners was painted by Max Beckmann as symbol of man's caged, futile existence. The only German whose expressionist art gained power after World War I, he painted Mill in 1947 while in Holland.

WAVES of line and color in Deluge were composed by Kandinsky to suggest floods engulfing landscape. This was early experiment in abstraction by Russian who was a leader of expressionism, then a pioneer of nonobjective art.



RTESY KA SER-W CHELM MUSEUM



GHOULISH SATIRE on hypocrisy of the times was devised by George Grosz in 1918. Imagining funeral of a freethinking poet named

Panizza who was persecuted in 19th Century, Grosz portrayed coffin being borne along by raucous crowds who celebrate the demise of truth.

"Crazylegs" Hirsch

...or how to develop your child's self-confidence

"I've got a new job: Sports Director of the Union Oil Company of California.

"You might say I'm a coach to all the kids on the West Coast. Not the natural athletes who, in most cases, get plenty of help.

"I work with the boys and girls whose desire to play a sport probably exceeds their ability.

"Football, baseball, basketball, tennis, swimming, golf, track, body building-we teach them all. Every weekend you'll find me at a playground or park, holding a Sports Clinic.



"Once a week on Union's television programthe 76 Sports Club-leading professional and amateur athletes demonstrate the 'how-to' of their sport.

"Some of our guest authorities write booklets on the fundamentals of their game. Union Oil prints these and gives hundreds of thousands of them to the kids free

"No touchdown I ever made when I played for the Los Angeles Rams gave me the satisfaction I get out of this work.

"Because the idea isn't to make these kids All-



WE TRY TO MAKE THEM BETTER AMERICANS BY CREATING A WHOLESOME INTEREST IN SPORTS."

Americans. It's to make them all better Americans by creating a wholesome interest in sports. "It's one of the best ways I know to develop

your child's self-confidence."

Elroy Hirsch's job, it seems to us, demonstrates one of the fundamental differences of the American point of view:

Every company has the responsibility not only to produce a good product, but also to be an interested citizen of its community.

It's true that the Sports Club is "good business." But it is equally true that this contribution to the development of youth is made possible by private capital and paid for by private profits.

YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.



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BRIEF ERA OF REBELLION

The expressionists were rebellious in life as well as in art. In Dresden four architectural students abandoned their studies in 1905 and set up communal living in an empty butcher shop. Sleeping by day and working by night, they subsisted on coffee, digarets, cake and conversation, furiously converting their shop into a bizarre chamber whose walls were ablaze with murals and whose furniture was carved by hand. Utilizing everything they could find, they covered pieces of burlap with bold designs and whittled wood into primitive images. Paper and cloth were stamped with woodcuts, and canvases, painted on both sides, were reused time after time. In summer the group camped out, living in tents and studying the nude and nature by painting their lady friends swimming or lounging in a setting of lakes and trees. These butcher-shop artists called themselves the Brücke—the Bridge—which would lead to the future.

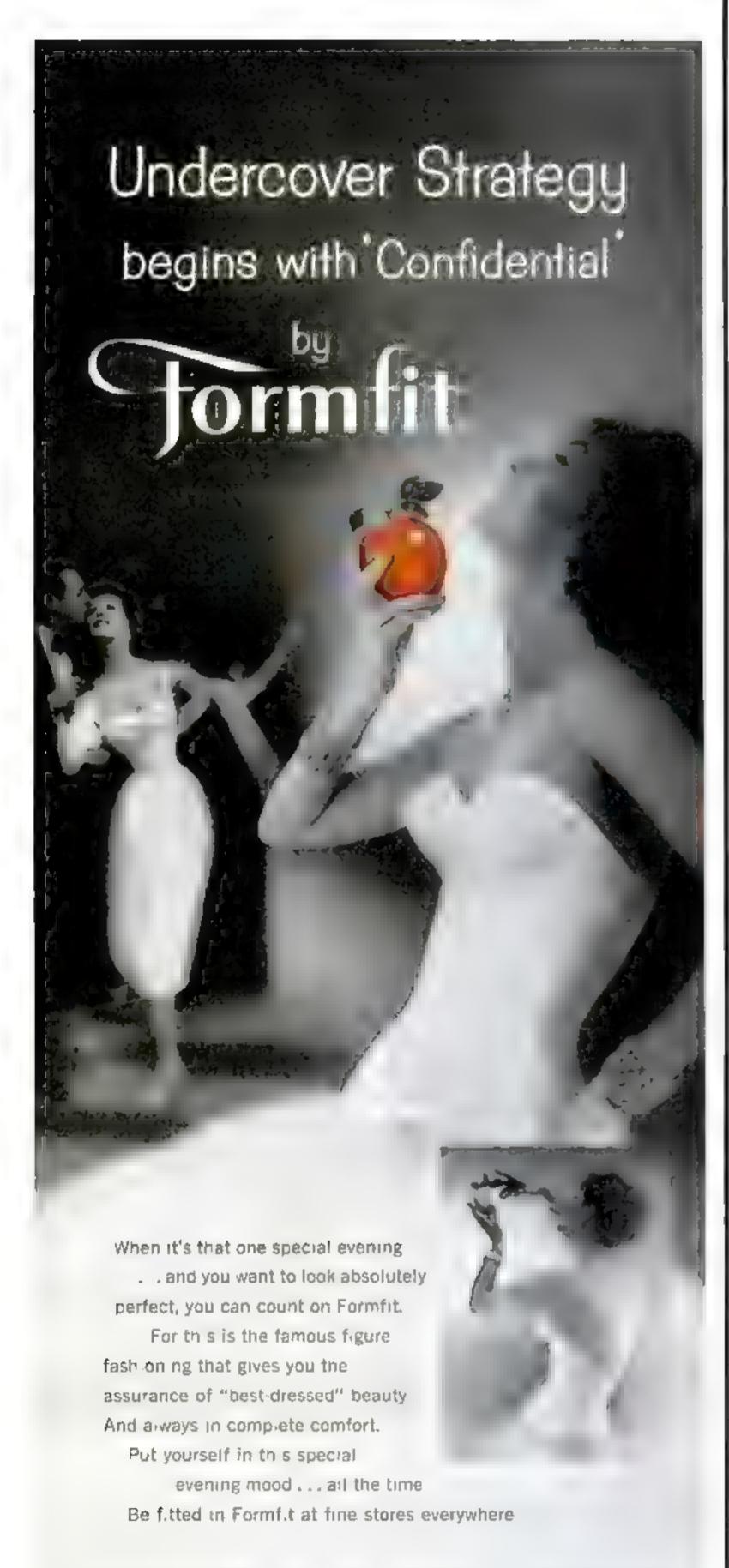
In 1906 the Brucke held its first exhibition in a lampshade factory, distracting the factory workers and attracting almost nobody. Dresden's hostility gradually drove the Brücke artists to Berlin where in 1910 they took part in a major German exhibition. But Serlin was more hostile and also more demonstrative. A nail was driven through one Brücke painting and spectators spat on the others. Only a few critics acclaimed the ertists as "forceful and original."

In Munich during these years Wassily Kandinsky, an ex-economics scholar from Russia, was getting the same harsh treatment while he evolved his art of "pure composition" to convey "spiritual" feelings. In exhibitions his work was derided for its "slovenly, crying colors" and, as in Berlin, the gallery attendants had to wipe the spit off paintings at the end of each day. But Kandinsky's art attracted a following. Painters like the German Franz Marc and the Swiss Paul Kiee Joined him in an association functivity called the Bieue Reiter (the Biue Rider) dedicated to the expression of "the artist's inner desire."

These two groups, along with many others, kept Germany jumping with exhibitions, manifestoes, portfolios and posters. Their seething activities halted in 1914 as, one by one, the artists went off to war or withdraw to other lands. When the war ended, the exhibiting spirit of rebellion and creativity had vanished from Germany. And when the Nazis came to power, expressionism itself was outlawed in the land of its birth.



PIONEERS of expressionism were (from left) Otto Mueller, Ernst Ludwig Kirchner, Erich Heckel, Karl Schmidt-Rottluff, all of the Brücke. Looking sedate and unrevolutionary, they were painted from memory by Kirchner in 1925, 12 years after Brücke dissolved.



Smooth low-back strategy shown here . . . "Confidential" Strapiess Brassaliere No. 389. Embroidered White cotton and elastic in sizes 32A to 38C. Cups are lined with a light wafer thin layer of foam rubber for complete flattery. \$10.95

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SIMONIZ MAKES IT



BLEANOR MILLER, 8, COMPLETELY OUTFITTED IN "DRESS-UP" CLOTHES, IS TEASED BY HER BROTHER CHARLES, 3, IN A MORE FAMILIAR ADULT COSTUME

STORE-BOUGHT DRESS-UPS

Mothers who have been trying to keep their high-heel shoes, best hats and costume jewelry out of the clutches of small daughters will be relieved to discover that dress-up clothes can now be bought as such. Complete head-to-toe outfits of small-scale grown-up clothes are current best-sellers in toy stores across the country. At Goldblatt's in Chicago, which has installed a special section of miniature clothing, the dress-ups sold over \$10,000 worth in nine days, more than twice as much as the nearest

competitor, outdoor gyms. The most popular items are high-heel shoes (\$1), a fancy hat with a veil and a plume (\$1.20), a fringed chemise dress sold with a long string of beads (\$2) and a mutation "mink" stole (\$2).

For autumn, manufacturers are planning new dress collections and maybe even a full-length "mink" coat. They think they are in business to stay, for despite hoots from younger brothers (above), it is clear that biggirl styles make little girls feel like well-turned-out women of the world.





What is the Contest? Every month through October we're mailing checks for \$200, \$100, and \$50 to folks sending in the longest, practical lists of uses they've found for Vise-Grip, the world's most useful hand tool. (The winners' favorite tool dealers win the same amount!) Simply write your list on a plain sheet of paper with your name and address, and mail to address below.

What is a Vise-Grip? It's the World's Most Useful Hand Tool! The one tool you need to tackle any job around the house, farm, shop, factory. A must for sportsmen? Go to your favorite hardware dealer and see the NEW Vise-Grip with EASY RELEASE. ?" and 10", with or without wire cutter, only \$2.15 to \$2.95.

Have fun! And GOOD LUCK!

MOTE: Decision of judges is final. Winners announced on request. All entries became property of Petersen Mig. Co., inc. In event of tie, full amount of prize tied for will be awarded each tring contestant. This contest open only to residents of U.S.A. and territorial possessions. Subject to federal, state and local regulations.

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Vise-Grip does more jobs easier than any other tool!



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WOBBLY WALKER Joan Trossman has difficulty balancing as Maureen Gumenick lets shoes flop. Like many grown-ups, both wear chemises too long.



EARLY SHOPPERS try on ranch and platmum "mink" stoles in special dress-up department at Goldblatt's. Other bargain hunters pick over the bats.





Hair color so natural only her hairdresser knows for sure!

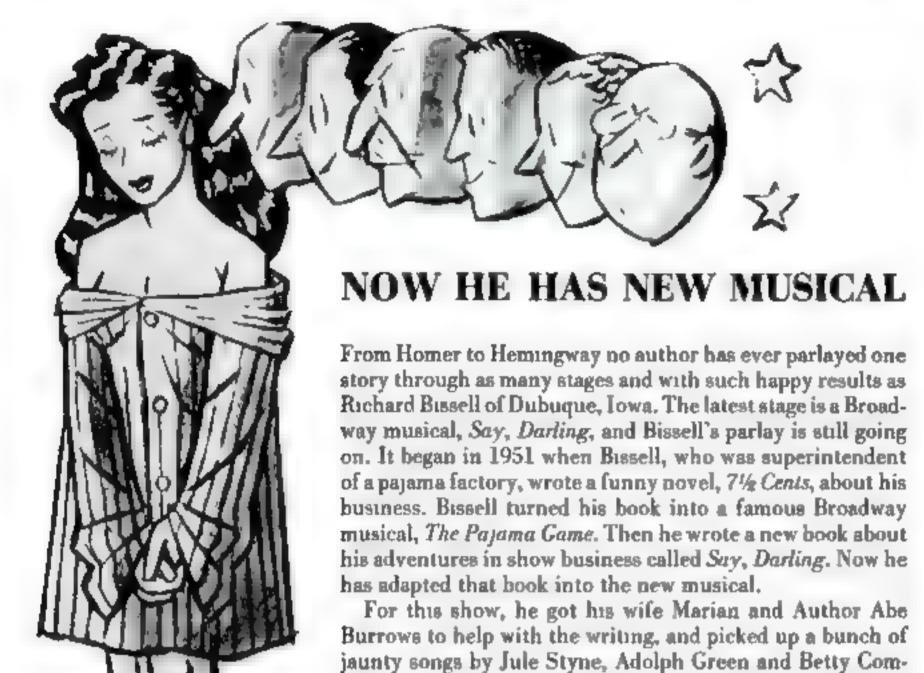
She wears her years lightly...happily. There's a naturalness in her looks, a fresh, shining quality in her hair that overrules the calendar year after year. But then, who needs to care about birthdays today! With Miss Clairol, it takes only minutes to replenish color faded by time...to cover gray with fresh, young tone, to keep hair lively, lovely, beautifully soft!

And that's why hairdressers all over the world recommend Miss Clairol, use it every time to add soft, ladylike, lasting color to fading hair...and to cover gray. With results so sure ...so easy to achieve, why wait another day to look younger, prettier...to feel more attractive! Try Miss Clairol yourself. Today! In wonderful new Creme Formula or Regular.



Bissell's Book-to-Broadway Parlay

den. The result is a lighthearted yarn about an author, like Bissell himself, who gets mixed up with Broadway smart guys. Bissell's next move will be a film of Say, Darling, and then, probably, another book—about films in Hollywood.





BISSELL'S NOVEL, Say, Darling, has sold half million copies, was adapted into musical (below).

THE PAJAMA GAME, as advertised in the Peter Arno cartoon, ran 1,063 performances on Broadway, played all over the world, and was made into a bright and tidy film. It is revived annually in U.S. summer music festivals.



SHOW'S HERO acted by David Wayne (center) in scene from the musical Say, Darling, somewhat resembles Bissell. Here he admires Broadway actress (Vivian Blaine) on a sofa. Behind him stand three sharp showmen (Johnny Desmond, Robert Morse and Horace MacMahon).

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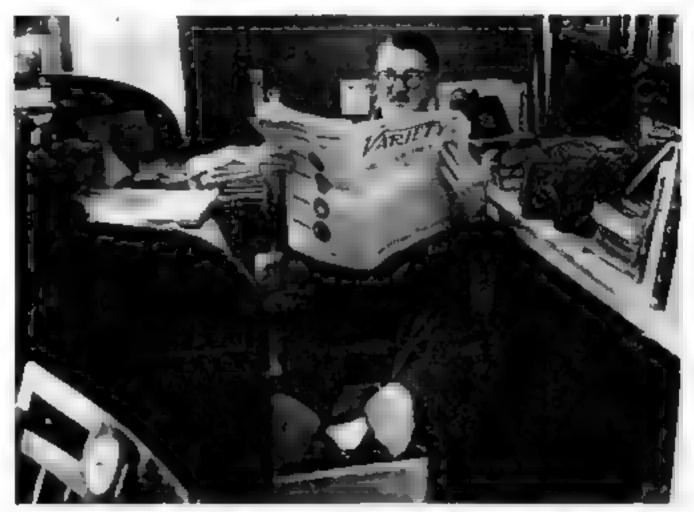
NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



BISSELL'S PARLAY CONTINUED

AUTHOR'S RURAL ROOST



RESTING FEET on desk he took from houseboat he owned in Iowa, Bissell keeps up with Broadway by reading Variety in his home at Rowayton, Conn.



Pt TTERING with his son Nat. Bisself hoists unchor on old lobster boat that he keeps on Five Mile River because he "can't get along without hoats."



RAISING FLAG is family ritual with Bissell, wife and children: Nat, 14 (front), Sam, 6, and Stasie, 9. Fourth child, Tom, 15, is away at school.

ESTHER WILLIAMS HAS THE HERTZ IDEA ...



Esther Williams, beautiful movie and TV star, is president of one of the nation's leading swimming pool companies.

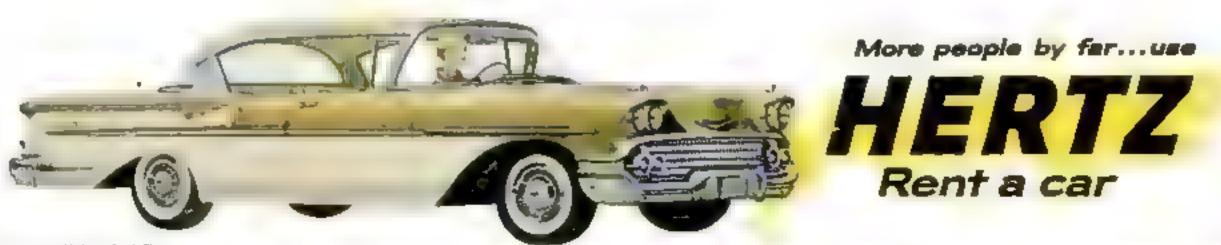
BECAUSE HERTZ RENTS CLEANER, MORE DEPENDABLE CARS!

Sure, this picture was posed. But, there's no doubt that Esther Williams makes good use of The Hertz Idea. For besides her movies and TV appearances, she's the busy president of the International Swimming Pool Corporation—exclusive manufacturers of Esther Williams Swimming Pools.

Mostly, that's why Miss Williams uses Hertz service. To check on pool installations and visit her distributors and dealers from coast to coast. She hurries from one state to another by fast train or plane, rents a new Hertz car there. She says, "The car I drive has to be neat and clean. Hertz never lets me down."

As Esther Williams does, you too can save time and money with The Hertz Idea. For when time means money, there's no more economical way to travel. And—Hertz has more offices by far where you can rent, leave and make reservations for a car. A bright, new Turboglide Chevrolet Bel Air with power steering or other fine car. Rates are low. National average is only \$7.85 a day plus 9 cents a mile—including all gasoline, oil and proper insurance.

Call your local Hertz office or see your travel agent to reserve a car anywhere (Canada, Mexico and overseas, too). We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois.



LISTEN TO HERTZ BUSINESS AND WORLD NEWS
FEATURING WALTER CRONKITE—EVERY DAY ON CBS RADIO

ASK ABOUT "RENT IT HERE . . . LEAVE IT THERE" SERVICE!



After a dip, let WHITE HORSE carry you lightly

As refreshing as the cool dip itself
...a White Horse well-iced. It's such
a light and pleasant-tasting Scotch!
You'll meet it at most good places, so ride
along with White Horse this summer.





DISPOSABLE PLASTIC UMBRELLA TO BE SOLD BY STORES TO CUSTOMERS STRANDED IN SUDDEN SHOWERS IS DEMONSTRATED BY THE INVENTOR HARRY HEAVNER

HAVE INVENTION, NEED ANGEL

These days when most inventions are turned out on order by well-equipped research teams, a few inventors still go about it in the old-fashioned way—alone on the kitchen table. Their families often think they are crazy and sometimes they are, and even after they invent something, usually no one will produce it. For such men New York's International Gadget and Invention Show acts as a sort of lonely hearts club where misunderstood inventors can meet with understanding investors and perhaps make a match.

At the recent show the inventors shown on these pages displayed their brain children, Harry Heavner (above), who would like to mass-produce his disposable umbrella for 39¢, asks only a modest royalty. MacArthur Wardell Jr. (next page) wants to sell his rocking hammock for \$10,000. Then he can start on a perpetual motion machine. Also at the show was the kind of man all the inventors sought out—Frank Wirth (nght) whose company is producing an invention for making card dealing easier.





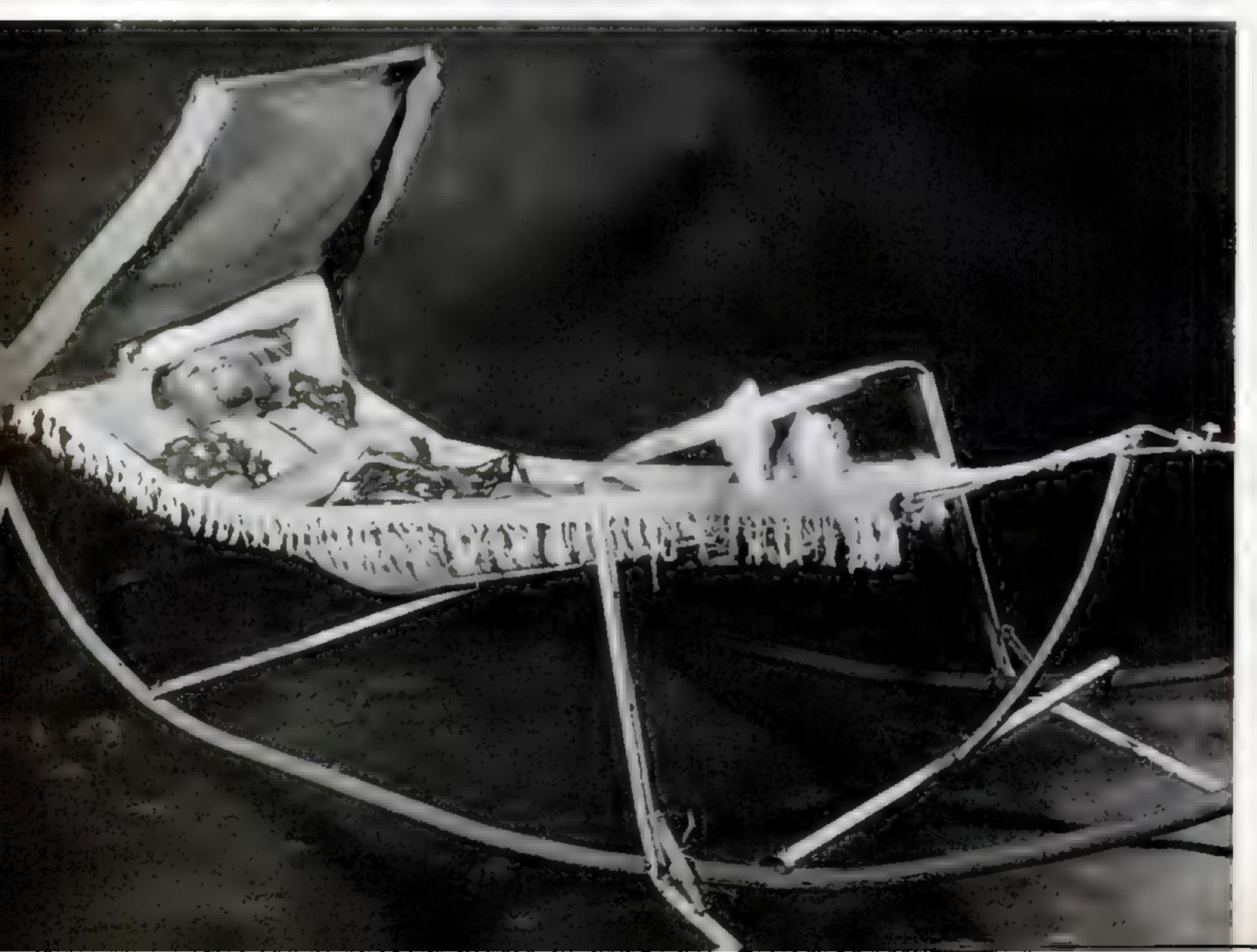


FLYING SPRINKLER bere so ling over aventor Ber is a Forman of Edison N.J. uses propeller and a traction to but here and sprayer over lawn



REMOTE SMOKER to be placed at the bodside is demonstrated by Anton Widto hot katontown N.J. and his granddanghter Heno. Base catches ashes

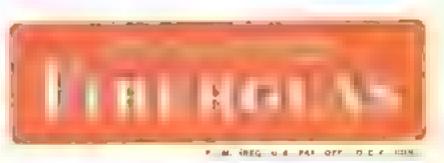
ROCKING HAMMOCK (below) is set and of an a foot pressure by inventor. MacArthur War I R J. It sways from head to the rate or their side to side.







Won't dent, stretch or shrink. It's Fiberglas* Insect Screening.
Won't rust or corrode. Not metal or plastic. Strongest screening
ever made! Inside looking out, your view is clear and bright.













IJSA TODAY the new fashion we live in



Living in the U.S.A. today is so rich with new pleasures, new leisure...and you enjoy them so much more with Dan River Cottons. These are the cottons that give you more fashion, more wearing time; so much less caring time; the ultimate in wash and wear performance... because they're **Fink!-shed* with Dri-Don.*

Slacks and shorts of Dansheen® luster-woven fabric.

PANDARI RESERVED AND AND RESERVED AND AND RESERVED AND RE

ALL FARRICS DISIGNED AND WIVEN IN HELL SIA BY DAN RIVER MILLS INCORPORATED DANVILLE VIRGINIA. TREGITRADEMARK FOR JAIN RIVER MILLS WE NALE-RES STANT WASH AND WEAR COTTON!



Driving force for fun! New Super Sea-Horse 30 powers anything from runabouts. to crusers. The turn of a key starta it . . . and stops it,



ideal for skiing! The Super Sea Harse 45 to very strong alone, and tremendous when teamed with another. Other 35 h, Johnsons at \$585 and \$495



New Super Sea-Horse 35-so nice to come home with!

Like sundown itself, you can count on a Johnson It's built to run to finish what it starts. Take the new Super Sea Horse 35. It has the same wonderful quiet system as the big V-50. The same vibrationless suspension. And the same recirculating water cooling system. It's a truly fine piece of machinery. And yet it's a tough baby'

Even under wicked load, it's got the displace-

ment to hunker down and deliver. You can troll it in the coldest waters. And its shp-clutch propeller ends drive pin worries.

It's no wonder every Sea-Horse is worth more from take-out to trade-in. From 3 to 50 hp, all eleven new models are more rugged than ever And now there's 1"-volt electric starting in the 18, 35 and 50 hp classes

Your Johnson dealer's listed under "Outboard Motors" in the Yellow Pages. See him soon Remember, nearly two million dependable Sea Horses prove Johnson knows best. Prices from \$160 to \$840, f.o.b. factory, subject to change

FREE 1958 Sea-Horse cololog! Writer Johnson Majory 3 & Pershing Rd Wookegon timore Divipon of Outboard Marine Corporation in Canada. manufactured by Johnson Matury Peterbaraugh On air



New Super Sea-Horse V-50! World's first V-engine outboard 4 cylinders, 50 hp. Brings fine car V-engine smoothness, silence and response to outboarding

pioneers of the "V" age engine



SPINNING AROUND TURN WHERE, TO WHERE, CHIED RACERS DETERMINEDLY HOLD PLACES AS OFFICIAL SIGNALS CAUTION AT LAS VEGAS JELLYBEAN TRACK

Half-pint thrills in quarter midgets

DRIVERS, AGE 4 TO 15, RACE FURIOUSLY AT 28 MPH IN REAL CARS

On another evening the speed demons might have been home being tooked into bed but instead they were driving furiously at Las Vegas' Jelly bean Track in a new kind of auto racing that turns tricycle riders into track tigers at age 4. Their cars are called quarter midgets because they are so small—less than six feet long, 28 inches high. The sport, though only a few years old, enlists about 5,000 drivers who race on 100 tracks.

The quarter midget cars pack 2-hp gasoline motors and will shoot up to 50 mph on a straightaway. But they are held down to 28-mph maximum

speeds by the small size of the 1–20th-mile track. Five major manufactor ers turn out finished quarter midgets for up to 8000, and cars in kit form self for as low as \$300. Protected by crash belinets, held in by safety lefts and buffered by bales of hay bring the track, the drivers are kept so safe that none has ever been hospitalized for an injury. The sport is a family affair. Cars are raced by both boys and girls in two age classes. I to 8 to 15, while fathers work as their in ecoamics, locking on from the stands are racing a least bloodthirsty spectators, the driver mothers,





4 5 45 . . 546 .

OUT OF CONTROL A parter of the complete control back of my patienes a houser for lace knowled to content of the

A PUSHING START is given by Eldon Rickman to his daughter Wendy, 7 Car has no tarter so a scort (as) push a recursor of the sofucionning



Prices include complete furnishings for every room

Now--three million Americans have chosen this modern housing trend...

The Mobile Home

This is the "luxury year" for mobile living. Today's mobile home is longer, wider, plushier, with more comforts and conveniences than ever before.

Bigger dimensions (often 10' by 40' or more) plus careful planning, give you plenty of room for living. Furnishings are comfortable modern—the kind that make you feel proud to show people around. And here's what your kitchen can have: "waist-level" cooking, a new refrigerator, disposal, automatic washer and dryer. You get a complete bathroom with tub and shower. Automatic heat, airconditioning, television if you like.

Maybe you've seen some of the new, attractively landscaped mobile home parks. Many have swimming pools and other recreational facilities. Owners give backyard barbecues and neighborhood parties. They add porches and gardens to their mobile homes.

The three million up-to-date people living in mobile homes include young couples, industrial and construction workers, professional people, military personnel, and retired couples. Why don't you look into this new, fast-growing housing trend? Visit some of the mobile home dealers in your area soon.

No extras – your furniture is paid for!

You purchase a mobile home completely furnished. Some cost you only \$75 a month. You don't have to pay extra money for your furnishings, appliances, draperies. All this is included in the price of your home. It's all financed in a single package

BEND FOR MHMA YEARSOOK

Mobile Homes Manufacturers Assn., Dept. LSS, P.O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE which includes information on 1958 models of 75 manufacturers, articles on mobile bome parks and living. Enclosed is 25¢ to cover molling and handling costs.

Neme___

Address____

To find dealers—look in the classified advertising section of your local newspaper and the yellow pages of your telephone directory.

Mobile Homes Manufacturers Assn.

20 N. WACKER DRIVE, CHICAGO 6, ILLINOIS

Bob, let's cancel the baby sitter.
With this upset stomach, I can't go out tonight.

Sure you can, Liz!
Try Pepto-Bismol. Hospital tests prove it relieves upsets. And it's great for indigestion or nausea, too!

Pepto-Bismol works where soda, seltzers and "tummy-aids" fail!

For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works in both the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.



Take Hospital Tested Pepto-Bismol "...and feel good again!



QUARTER MIDGETS CONTINUED



PARENTAL PRECAUTION is taken by father Bill Willis, who bends low to fasten safety harness holding son Joe, 5, in the car he assembled from kit.



BIG MOMENT comes for Hollis McBride, 4 (on outside), when he passes Bill Beckett, 6. Youngest in race for 1-to-8-year-olds, he came in accord.



LOVING CARE is lavished on her car by Wendy Rickman who hates to see it lose its shine during races, hastens to polish it with cloth when in the pit.

Painting? Select from hundreds of WIZARD values for do-it-yourself painters at your WESTERN AUTO Store!

SPEEDY SPRAYER OUTFIT

Handles any type of spraying job. 4 to 6 times faster than hand brushing. Includes spray gun, 15 foot hase and 14 H.P. Westinghouse motor. Complete \$58.95



QUALITY WIZARD BRUSHES

To do a professional job see our complete selection. Sizes and shapes for every purpose in both sylon and hog bristle.



PAINT ACCESSORIES

- A. Economy-priced Scroper 17¢
- B. Steel blode linelepts knife 50¢
- C. Professional quality putty knife 55¢
- D. Rutland Patching Plaster 2½ Ibs. 35¢



CAULKING GUN AND COMPOUND

Sure easy way to seal cracks around chimneys, doors, windows, showers, foundations.

Coulking gun \$1.69 Coulking compound contridge 45¢



WIZARD PAINT AND VARNISH REMOVER

moves paint, varnish and shelloc. Softens old paint without raising the grain.

One pint handles 20 square feet. 43¢



QUICK DRY ENAMEL

Covers woodwork, (toys, furniture, in one coat, Gives a glassy, scrubbable finish. Colors withstand steam, hat water, wear and weather. Qt. \$2.09



COMPLETE LINE THINNERS







ROLLER AND TRAY SET

Use with rubber-base or all base paints on coment, plaster, wood, wallpaper.
With corner



WIZARD ONE-COAT WHITE

Like putting two coals on with one stroke of the brush. Saves 1/2 the time and cost. Gol. \$6.45



WIZARD MASONRY PAINT

Covers and protects concrete, brick, stucco, and asbestos shingles. 12 colors. Gal. \$5.45



WIZARD AUTO ENAMEL

Gives new car finish. Also for form implements, outside furniture, and other exterior metal surfaces. Quick drying and washable. Qt. \$2.20



WIZARD BIKENAMEL

Gives sparkling new finish to battered old bicycles, toys, tools, lawn furniture. Perfect protection against wear, rain, heat. 14 Pt. 38¢



ALL-PURPOSE STEPLADDER

Solidly constructed of seasoned pine. Lightweight, easy to handle. Steel rad under each step for extra strength and safety. One-piece pail shelf, easily folded. 5-foot, \$6,15



Revolutionary New Point. Won't peel, crock or blister. For masonry as well as frome, White, Gal. \$6.45



WIZARD SPRAY ENAMEL

For hard-to-paint pieces . . . just press the trigger! In 10 colars, clear plastic, white and black for inside or out, Dries quickly. Lasts indefinitely, 12 azz, \$1.39



WIZARD ALUMINUM PAINT

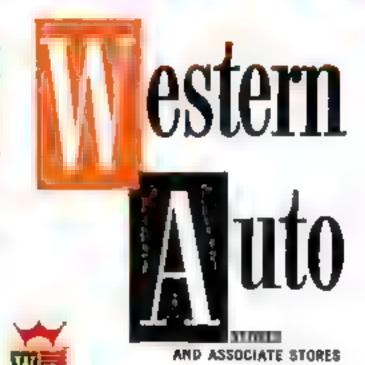
Lasting protection for roofs, fences, pipes, radiators, etc. Covers in one coat. Forms tough, metallic coat to prevent rust and correcion.Qt.\$1,42



when you paint...
your wiser buy is

Whether you're an old hand at painting, or an amateur, you'll get professional-looking results with WIZARD'S Balanced-Formula Paints, and Quality Painting Accessories. WIZARD Paints go on easier, stay bright longer...give you a job you'll be proud to save money on!

FREE . . . valuable 48-page booklet, a complete guide for every pointing project. At your Western Auto Store.



WIZARD SATIN FINISH

— the wonderful alkyd-rubber base paint
that cavers
both wells and
woodwark,
Gal. \$4.69



Now — choose from hundreds of new WIZARD "COLOR SCHEME" colors. Each line of WIZARD Paints is newly color-styled to give you a complete color selection for any painting job, inside or out.

SATISFACTION GUARANTEED

gineered to the highest standards and carefully inspected and tested to assure you of lasting pride and satisfaction. It is fully guaranteed through more than 4,000 Western Auto Stores and Associate Stares from coast to coast.

Prices may vary slightly up or down, depending on geographic location.



America's oldest and most experienced national brewer - established 1844.

makes it perfect!



Come ride in the sun for a picnic and fun and Pabst makes it perfect! What'll you have? Pabst Blue Ribbon—clearly refreshing, clearly delicious! If you're in favor of flavor you make it Pabst, because Pabst makes it perfect... finest beer served anywhere!



Pabst Blue Ribbon Beer - Old Tankard Ale - Andeker Draught Supreme

€1958. TRADEMARKS REG. U. S. PAT. DIF. PARST MEWING COMPANY, MILWAUKEE, PEOTIA HEIGHTS, NEWARK, LOS ANGELES



Beach Costume by Pierre Cardin. One of a series created by noted designers for Munnen.

Every Lady-in-Waiting

You will have less fuss

and more fun with your baby

Even those first few days when you're new with haby will be relaxed and worry-free, because modern science has made caring for baby so easy. How easy, you will discover the first time you use Mennen Baby Magic and stop diaper rash before it begins!

Baby Magic actually gives your baby an invisible "bodyguard" that destroys the bacteria that cause diaper rash and other baby skin infections. Ask your doctor about Baby Magic, the protective pink lotion used in so many leading hospitals . . . and by more mothers than any other.



BABY MAGIC is non-greasy. Use it before dispering to stop disper rash, all-over to stop chafing. Clant size, \$1; squeeze bottle, 60¢.

BABY CLEANSING OIL eleanses the draper area without barsh rubbing. Use it regularly, 53¢ and \$1, ANTI CHAFING POWDER is a spe-cial formula; resists moisture clings longer. 33¢ and 59¢.

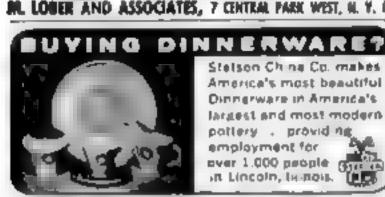
ALL TAX FREE

for babies its

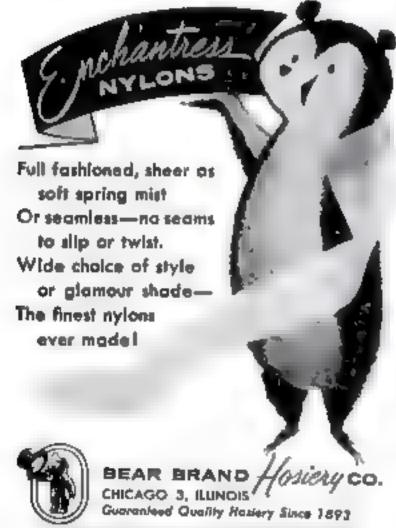






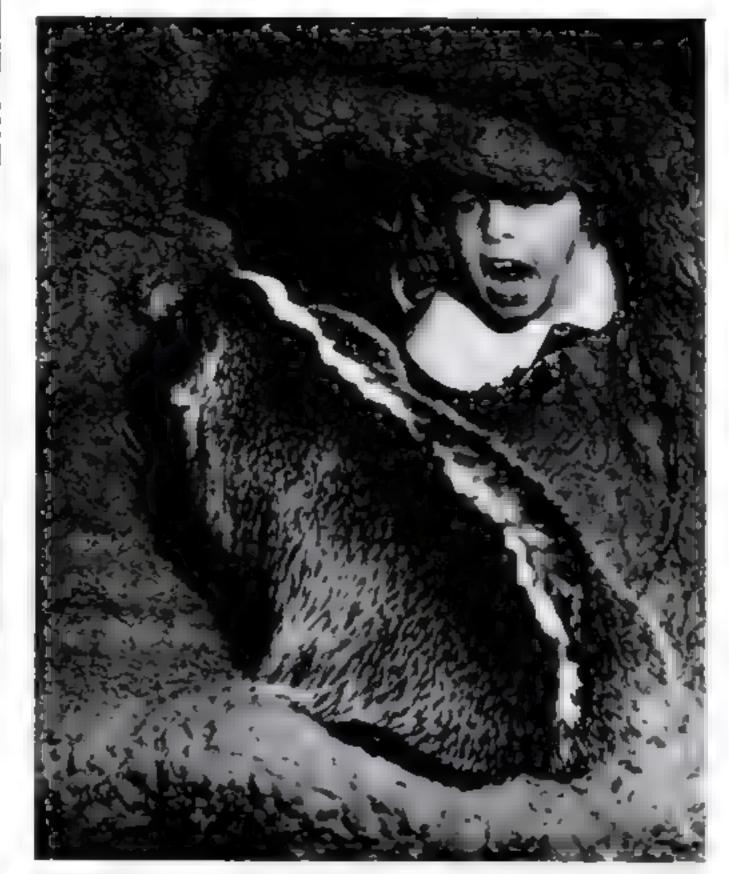


"Bear-est" Member of the BEAR BRAND family!









SURPRISED BY BADGER, Tani Bahti squeals as she peers into den. Walls of dens were cast in rubber from rock, then transferred to tunnel by plaster casts.

AN UNDERGROUND ZOO

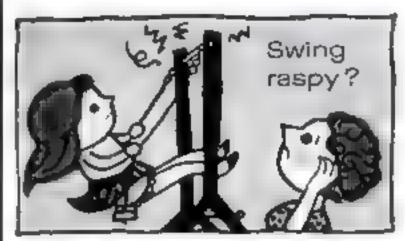
Desert animals live an underground life that people never see. But a close look at this world of burrows, dens and caves is now provided by a unique exhibit at the Arizona-Sonora Desert Museum in Tucson. In a block-long subterranean zoo live prairie dogs, foxes, ringtail cats, skunks, bats and anakes, which took quickly to their new life. When the zoo opened, the prairie dogs promptly put a sentinel on duty to bark at intruders. Bloodthirsty ferrets clawed at the walls to get at other animals. The snakes shed their skins and went into hibernation.

Most of the dens have closed passageways that lead to the surface so that the animals, which are largely nocturnal, can go out at night into open enclosures. Their underground homes are kept in semi-dark natural conditions yet visitors can put on lights and get an eye-to-eye view of the animals as only other animals have seen them before.

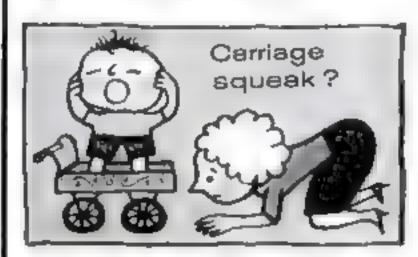


TO LIGHT A DEN a visitor simply presses on the rail in front of the glassed-in burrow. Here a zoogoer leans forward to get a good look at a porcupine.

FIX-IT TIPS with "3-in-One" oil



It'll swing easily and quietly with one application of "3-in-One" Electric Motor Oil, Perfect for all heavy-duty uses.



Quiet it down by oiling the wheels and springs with long-lasting "3-in-One" oil. Doesn't gum up. Keeps rust away.



Limber it up by putting "3-in-One" oil on the moving parts. Works into hard-to-get-at places. Highly refined, it's clean.



Stop it with "3-in-One"—the oil that contains a rust inhibitor. Overall oiling is extra easy with new Oil-Spray container!

"3-IN-ONE"

is the <u>one</u> oil that does all three:

- 1. PENETRATES
- 2. LUBRICATES
- 3.PREVENTS BUST



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

a great new high-protein food in a delicious new ready-to-eat cereal form





The golden years are a time to be protein-wise. Ample protein is a key to good health. The kind in Special K is easy to eat, easy to digest.



The new Handi-Pak is handy to have around. Contains eight personal-portion packages individually wrapped. At your grocer's now.



Youngsters on the move need twice as much protein per pound of body weight as parents. Special K provides a healthy share of their daily needs. And they like it.

Breakfast is when most people need protein the most—and are least likely to get it. Realizing this, doctors, dieticians and nutritionists have welcomed Kellogg's Special K.

For here is a high-protein cereal. One that gives you more protein than any other leading cereal, hot or cold.

Chances are, you'll like the taste, too. Special K comes in a new form that's more than a flake, more than a puff. Millions eat it up every day.

Next time you're at your grocer's, help yourself to a healthy supply of Kellogg's Special K.

Kelluyg's of BATTLE CREEK



CRUISING ACROSS BERMUDA'S HAMILTON HARBOR FOR WATER SKI SESSION, PRINCESS SORAYA WEARS LOOK OF A WOMAN WHOSE THOUGHTS ARE FAR AWAY

SORAYA IN SEARCH OF SOLACE

The former queen of Iran begins her new life with a busy holiday in Bermuda

Squinting against the bright Bermuda sky, her hair tousled by wind and salt spray, Princess Soraya of Iran rode the choppy waters of Hamilton Harbor as she had ridden also the sharp crest of late. Eight years ago she had been an Iranian commoner. Then sudicitly she became and for seven years remained Queen of Iran, emplying the splendors of royalty and the love of her devoted husband, the shah. Last week, at 25, she was a cast-off queen, divorced because she was unable to bear the shah an heir, now seeking solace and diversion in another world.

She had stayed briefly in New York before sailing to Bermuda with

her mother and her younger brother. Along with them on the journey went a Life reporter photographer tean, who brought back this intimate portrait of a princess on her holiday.

Soraya is, by any stanlards, a remarkable woman, charming and the pretentious, fluent in four tanguages at neathlete (next pages). In Bermuda she kept to a busily casual set edule, yet amid eddies of attention she remained isolated—free but emotionally still tethered to a life neither she nor the shah had wished to abandon. "There are so many things I must think about," she said. I don't know what I'm going to for



SORAYA'S GUEST COLUMNE ON HAMILTON HARBOR HAS THREE BEDROOMS

AN ATTRACTIVE WOMAN IN A SHOW OF SKHNG SKILL

Settled into a comfortable cottage (above) overlooking Hamilton Harbor, Sorava took up the traditional tourist pleasures. She slept late most mornings, then had a leisurely breakfast. She had learned to water skiwhile vacationing on the Caspian Sea live years ago and she now went at it again with a graceful skill professionals could and iid applaud Speswam, sumbathed on the pink sand, watched yacht races and look tea at the posh Coral Beach and Tennis Club. Usually, even when she went nighteliabbing, her only companious were her mother Eva and her broth-Buan, who will enter the Colora to School of Mines this summer. The princess went through her activities with an air of preoccupation. But one day she went listing - the guest of an ayuncular American, and for almost the first time (p, 122) socishowed flashes of pleased animation.



CRAVELING 20 MILES AN HOUR, SORGYA BALANCES CAROYE AND BELOW) ON









TRYING A MOTORBIKE under the watchful eye of 20 year-old brother Baan, the princess tootles along outside Coral Beach and Tennis Club in late afternoon.



SORAYA CONTINUED

ON THE TRIP TO BERMUDA: ALONE AMID THE CROWDS

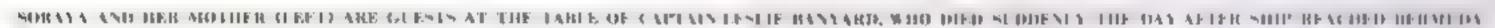


LEAVING NEW YORK on the Queen of Bermado. Series and Leaffert Boardean on the radius witch to the water as the skynon drops as an inter-



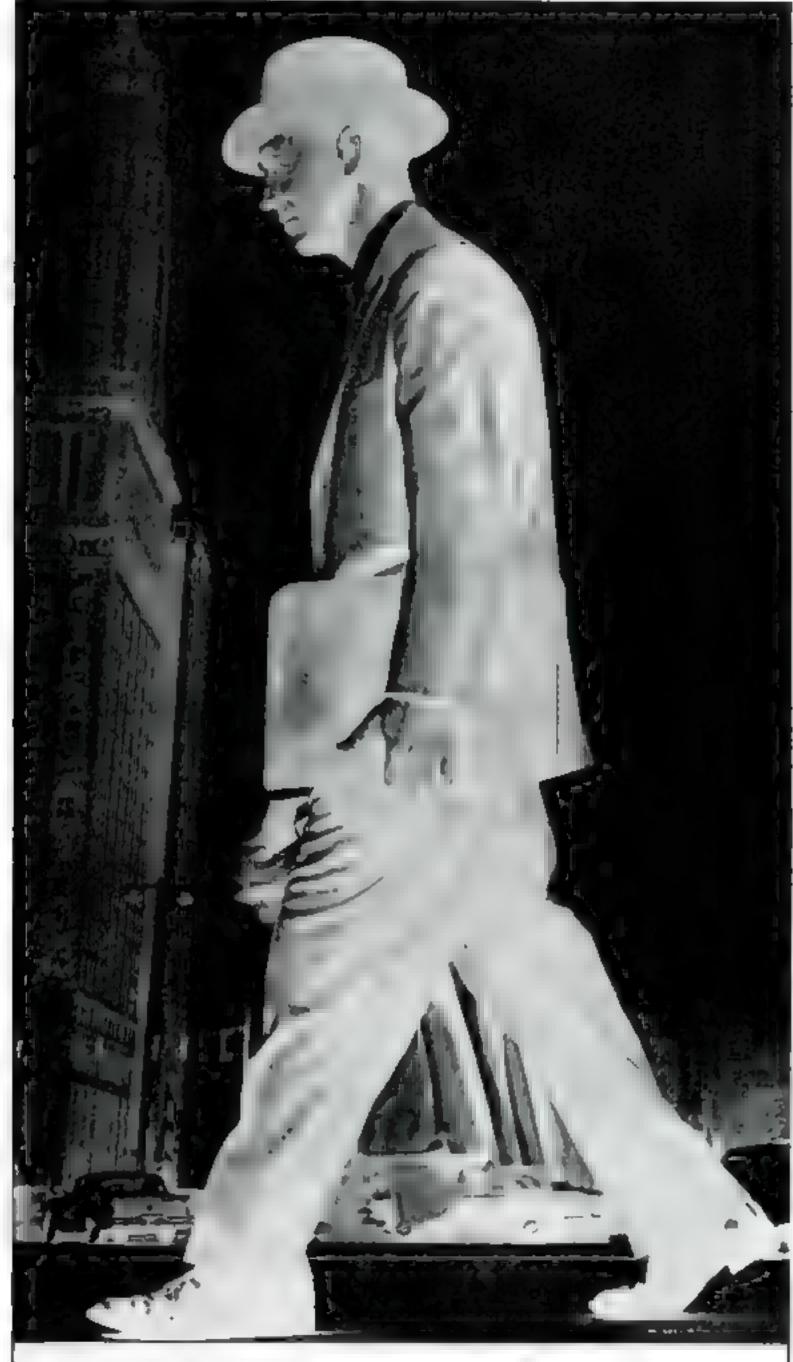
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REGAL ONLOOKER, Sorava who is some attitudes bears an inverse sould are to Av. Garbert witches gives in the ships badroomer the vover-

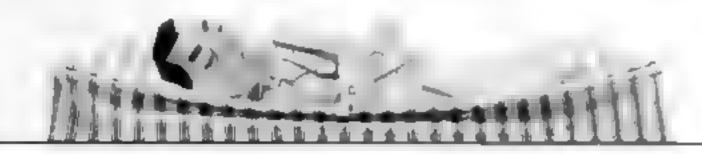




Posture is a plus you can get from sleeping!



You tend to slump; you feel older, look older, when you sleep on a mattress you sink into. It doesn't relax the daytime-strained muscles of your back. So they grow wearier, weaker, often ache in the morning.





Look better, feel better! You naturally will when you sleep on a Sealy Posturepedic. Every night your body is aligned, back must es relax and regain their tone. You sleep in relaxing comfort. Better posture is a plus!



C Bealy 1nc., 1988

Here's why you get this benefit from a blessedly comfortable Posturepedic

The muscles of your back must work 16 hours a day to hold you up.

Unless they can relax, regain their tone at night, your posture suffers. You sag a bit more every day; you feel older and look older.

A mattress that sinks under your weight holds your body as in a hammock — your head and feet high but your backbons bent.

Your posture muscles grow wearier, weaker every day!

The Sealy Posturepedic Mattress overcomes this threat to your attractiveness and good health. It was designed in cooperation with leading orthopedic surgeons to give buoyant but healthfully firm support. Firm, deep-spring support...not bedboard hardness. And it's smooth; has no buttons; no bumps!

Start sleeping for comfort...and get better posture as a plus. Get a Sealy Posturepedic! \$79.50 always; matching foundation, \$79.50.





NO MORNING BACKACHE



PLEASURE ON DEEP-SEA FISHING TRIP





GOING FISHING, Sorava gets an et no conclusion out. New Jersey Luggage Maker I endore Cart,

watches Captain Mitton Patrian demonstrate reel





For Almost a Century Longines Watches Have Graced the Activities of Women of Fashion on Five Continents

LONGINES

THE WORLD'S Most Honored WATCH

Ten World's Tair Brand Prizes · 28 Gold Medal Hwards
Highest Honors For Accuracy From Government Observatories
Official Watch For Timing Championship Sports The World Over
The First Watch Of Aviation, Exploration And Science



YOU WILL TREASURE YOUR LONGINES DIAMOND WATCH FOR A LIFETIME

Our new collection of Longines diamond watches is the finest in the world. Exclusive, infinitely varied in style, these superb cases are hand finished by master jewelers; diamonds are individually matched for color and brilliancy; movements are traditionally Longines—the world's standard of quality. Mechanical innovations include the smallest of round

From the new Longines collection left to right Diamond Concerto with mystery golden hour-arrow, 4 diamond dia \$150 Stanight Sonata-14 dia

watches, with concealed winding stems. (The prestige of Longines watches is the culmination of a century-old partnership between art and science, beauty and utility, excellence and elegance. In all qualities by which a fine watch may be judged, Longines watches have won highest honors. Your Longines-Wittnauer Jeweler will be honored to serve you.

monds, \$295; Starlight Fantasy the smallest round watch, 8 diamonds, \$275, Starlight Splendor-30 diamonds, \$395, Adm magnificent 14K gold cases.

Longines-Wittnauer Watch Company
SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

THE MISSILE ERARACE TO CHART THE EARTH

AS AN ASSOCIATE MAKES NOTES IN A FLASHLIT BOOK, A U.S. ARMY GEODESIST TOILS AT NIGHT ON A STEEL TOWER HIGH ABOVE AN AFRICAN PLAIN WHERE WILD

In remote and desolate places, U.S. scientists work on a project vital in modern war-finding the exact size and shape of the world

by JOHN DILLE

EACH night as darkness fell over Africa, the Americans came quietly out of their tents and resumed their eccentric behavior. Clambering up into the 100-foot steel towers they had erected some 15 miles apart, they flashed mysterious signals back and forth to each other from tower to tower. Sometimes when the lights were blacked out by ground fog or by smoke from brush fires, the Americans roosted in their towers all night waiting for a chance to work their lights the moment the air cleared.

When they seemed satisfied that they had done enough signaling, they dismantled

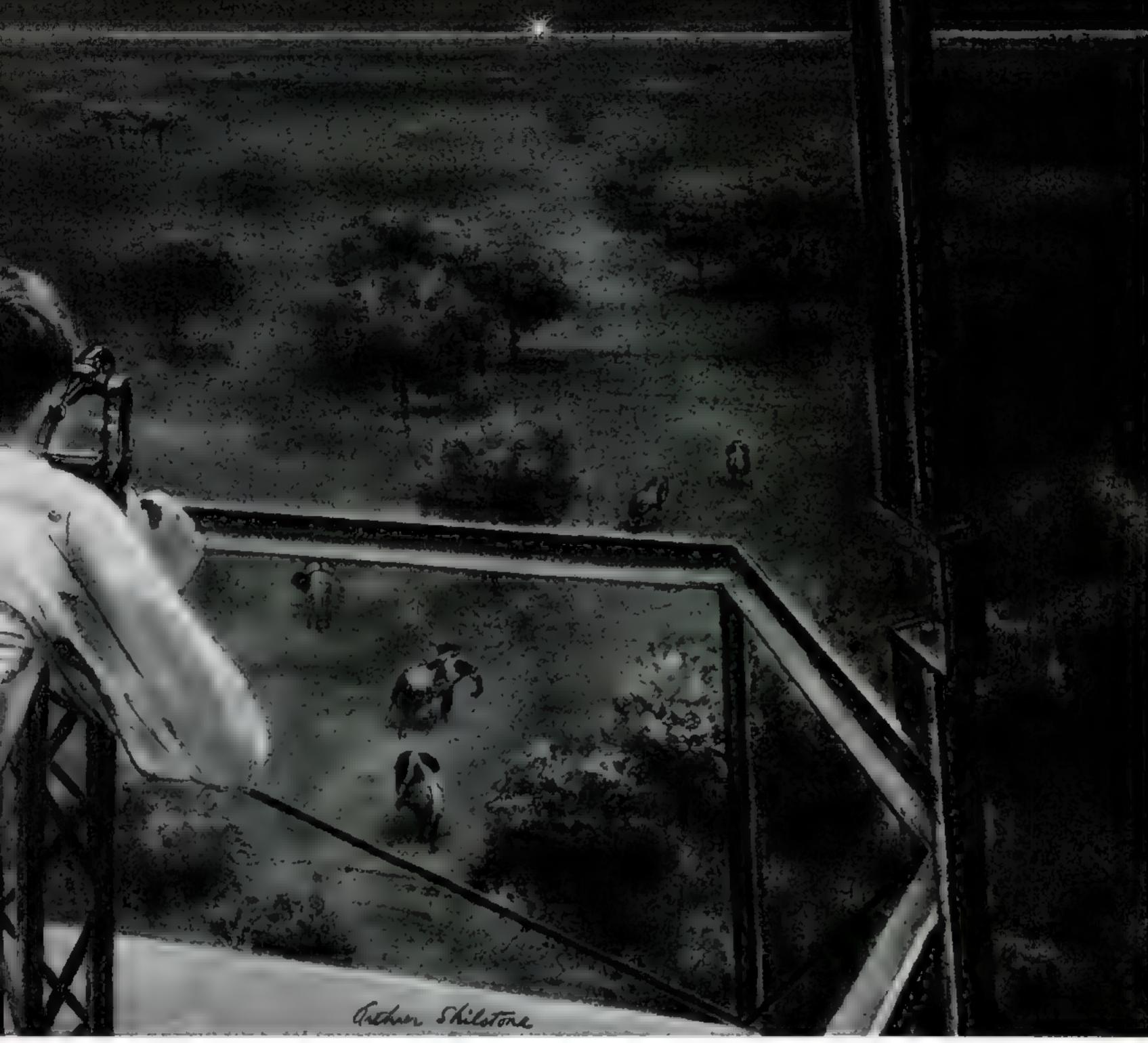
their towers, moved them a few miles, put them up and started flashing lights again.

The hyenas snarled, the baboons screeched and leopards sneaked into the Americans' camp to steal their drinking water. For 14 months the Americans slowly worked their way across a desolate 600-mile stretch of Africa. Naked tribesmen, some of whom were well paid to help put up the towers and take them down again, wondered whether the white men were out of their minds.

The visitors were not crazy. They were engaged in a project which, among other things, might make the difference to the

U.S. between victory and defeat in a future war. The Americans were geodesists. A geodesist is a kind of mapmaker whose task it is to determine the exact size and shape of the earth and to measure precise distances over the earth's curved surface. Because of the nature of modern weapons and modern missile warfare the geodesist today finds himself—somewhat uncomfortably—in a role that is vital to U.S. safety.

Though men have explored and sailed over the globe for centuries and have for decades traversed almost every segment of it by plane, the world still looks to the

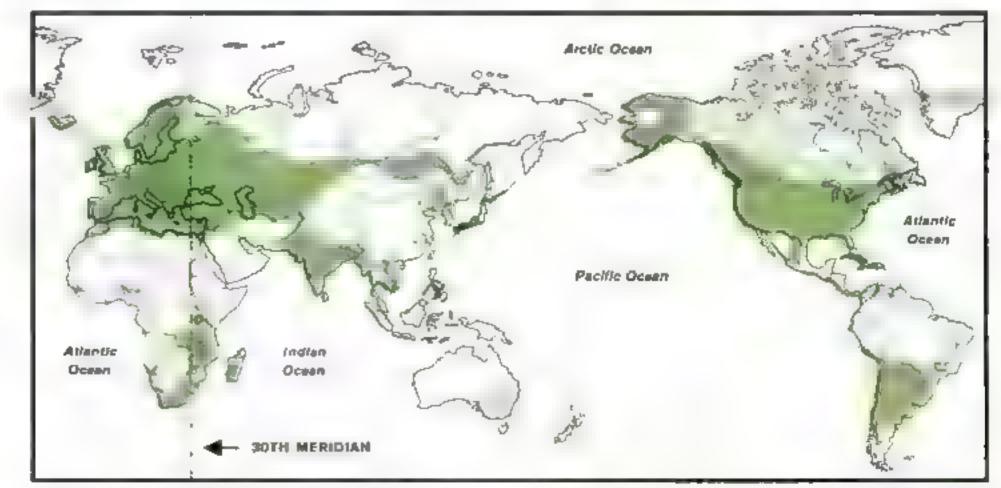


ELEPHANTS ROAM, PEERING THROUGH HIS THEODOLITE, GEODESIST TAKES A SIGHTING ON LIGHT BEING FLASHED TO HIM FROM ANOTHER TOWER MILES AWAY

Many pieces have not yet been fitted into the total picture (see map right). Take Australia, for instance, By sailing around it and making use of other elementary methods, men have learned its approximate size and shape. But they cannot be sure just how it his into the global puzzle, for they do not know beyond any doubting just how wide it is, or how far it is from New Guinea, or how far Melbourne is from Miami, Bombay or any place else

How wide is Africa?

THE continent of Africa presents a similar problem. Its total length has now been determined, but its exact width has vet to be measured scientifically. The Antaretic is even more puzzling. The geodesists are not sure how much of its icy surface is actually



KNOWN AND UNKNOWN WORLD is shown on map. Only areas in green have been measured by gen lesists. Crissi rossing lines indicate less detailed survives or ones linking two known areas separated.

by ocean. Dotted line is 30th meridian along which U.S. geodesists made African survey. U.S. does not have access to recent data on from Curtain countric but knows in achief the area has been surveyed.



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TAKING A SQUINT through a theodolite, two Bedough Arabs stop to visit a U.S. Army geodetic team which was surveying the Libya-Tunisia area in 1957.

MAPPING THE EARTH CONTINUED

land and they do not know to their satisfaction how far Little America is from anywhere else on the earth.

The geodesists at work during the African night were filling in a hitherto missing piece of the global puzzle. As members of the U.S. Army Map Service working with the full cooperation of the local governments, they were finding out just how far it is from the village of Kibuku in the Belgian Congo to the village of Abu Qarn due north in the Sudan. The towers enabled them to get high enough to flash lights over long stretches of the African terrain. From one tower a precise surveying instrument called a theodolite focused on lights from three or more other towers and measured the angles between them. By measuring the angles over and over again they were able to average out the errors and learn incontestably the distance between the two African villages. And now they know, From Kibuku to Abu Qarn is 646.2 miles.

It is reasonable to ask why the U.S. Army could possibly care about the distance between these two places. The answer is that this remote stretch of land, which lies along the 30th meridian (one of the north-south lines on maps of the world) was the only overland section of that meridian which had never before been accurately measured. For 50 years the terrain had challenged both explorers and geodesists. British explorers who knew the region had warned the Americans that the job might take as long as 10 years to complete. But the U.S. geodesists could not wait that long. They had urgent reasons for completing the measurement as soon as possible They knew that a fully measured meridian serves as an excellent yardstick for measuring the size of the earth as a whole. They also knew that the 30th meridian, which traverses an especially large amount of land between the tip of Norway and the tip of South Africa, was one of the best yardsticks available—provided the African gap could be closed—for determining exactly how big the earth is.

A perplexing measurement

IN theory, everybody already knows the size of the earth. Every grade school student knows that the circumference at the equator is about 25,000 miles. High school students learn a more precise figure: it is a bit less than 25,000, about 24,900. Advanced students of geography know that the earth's circumference is not even that round a figure but something like 24.902 miles. The geodesist must be even more precise. By taking into account new information like that gained in Africa U.S. geodesists now estimate the earth's circumference to be 24.901.9 miles around the equator. This figure, which is still subject to correction, is .46 mile less than they used to think it was,

A difference of less than half a mile in a 25,000-mile circumference may not seem like much to worry about. This, however, is just the kind of geodetic fact which may win or lose a war. Wars are fought with maps. Troops are deployed, shells are fired and planes are flown according to information provided by maps. But though a U.S. commander may know exactly where he is situated on a map of the U.S., and though he may also know exactly where the enemy is on a map of the enemy country, he may not know the exact distance between. Militarily it does little good to know exactly where Moscow and New York are on the maps without also knowing exactly how far one is from the other. Yet this is the kind of information about the



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MAPPING THE EARTH CONTINUED

earth which has been lacking, and the only way to get it is to measure precisely the total size and shape of the earth.

The problem is serious enough when it is viewed, as the geodesists themselves prefer to view it, from a purely peaceful standpoint. "It's rediculous," one American geodesist said, "not to know in 1958 exactly what the distance is from New York to Moscow or Mandalay or anywhere else." Our military men are even more concerned than the scientists are, and for a different reason. With 5,000-mile missiles about to be added to their arsenal of deterrent weapons, they must know exactly where on earth they might have to aim them. "Almost exactly "is not good enough

An ICBM like Atlas, with an operational range of more than 5,000 miles, will have no pilot anywhere near it to guide it across the ocean and to make final corrections in its course on the way to the target. The piloting instructions must be pre-set in the missile's guidance system before it is launched. The actual distance traversed by the missile, furthermore, is controlled by the amount of fuel placed in its tanks. The amount must be exact, In order to measure it out, missilemen must know not only the exact distance along the earth's surface over which the weapon is to be fired but also the exact shape of that section. Since the earth is not a true sphere but is slightly flatter at the poles and slightly more bulged out around the equator, the force of gravity differs from one place to another. Since this force will tug away at the missile as it soars along through space, the missilemen must compensate for it carefully in order to get the missile to its target. To do this they must know what the gravity force will be over any given area that the missile passes over. Only the geodesist can provide such detailed information about the earth.

Centuries before Columbus, mathematicians who were forerunners of today's geodesists had determined by various clever experiments that the earth was round. But they had trouble computing its size and their theories were not generally accepted. When Columbus set sail, his maps showed the world to be about three quarters as big as it really is. The result was his discovery of "India" some 15,000 miles east of where it really is. Many early charts and maps were sketched by explorers who determined the distance between points in terms of how many days it took a camel caravan or a sailing ship to make the trip. A storm or a strong cross-current or a sick camel could throw off their calculations considerably. As long as man's measurements were confined to the earth he had no way of getting an accurate perspective on its over-all shape or of measuring its over-all dimensions.

Astronomy to the rescue

THEN modern techniques of astronomy came to geodesy's rescue. By using the known positions of the major stars at any given moment as an accurate chart, the astronomers could move about on the face of the earth and relate places on it to each other by relating them first to the stars overhead. If, for example, the star Vega stood directly overhead at Point A, and the star Polaris stood directly overhead at Point B at precisely the same instant, then A and B were 51.58° apart and their positions on earth could be fixed approximately, along with the distance between them. This degree of exactness has been possible on a large scale only since the advent of the telegraph and radio, which enabled the astronomers to receive the precise time signals they needed to synchronize their observations.

The variations in the effect of gravity throughout the world make such calculations too rudimentary, however, and the geodesists have needed many other tools besides astronomy. Some geodesists liken the earth's shape to that of a slightly squashed and battered orange. The variations in gravity due to materials within this irregular shape play havoc with astronomic and surveying instruments. These must be made level before they can be used to compute precise angles and positions along the earth's surface. But a big mountain or a deep hole in the ocean near any spot which is being plotted will cause a radical variation in the force of gravity at that spot. This, in turn, will throw the instruments off level and cause errors in the calculations.

Serious deficiencies have also cropped up in the old-fashioned surveying method which uses transit and tape. The transit, through which the surveyor sights to line up his measuring stake, is dependent for its image on light rays, as is any optical instrument. But geodesists know that rays of sunlight play tricks. In extreme conditions they cause mirages and even in normal circumstances they bend—up and down and sometimes even sideways. One familiar phenomenon caused by normal refraction or bending of light is the setting sun. When the sun appears to be



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GEOID OF NORTH AMERICA, three-dimensional model illustrating variations in gravity, is examined by Dr. John O'Keefe of the Army Map Service.

MAPPING THE EARTH CONTINUED

sinking slowly over the horizon it has actually long since disappeared. Trying to survey accurately over long distances with bending light rays is about as difficult, says one geodesist, "as trying to measure the distance between the eyes of a horsefly four miles away with the curving end of a willow branch."

The geodesist has found some ingenious solutions to these problems. By measuring gravity at regular intervals across the earth, he can compensate for the errors caused by the gravity deflection of a big mountain or a deep ocean hole. By taking readings on the stars, he can confirm his exact starting point on earth before measuring out a distance. By working at night with artificial light and theodolites, as was done in Africa, he can minimize the irresponsible behavior of bending sunlight. Recently the geodesists have been experimenting with a device which they hope will even make night work unnecessary. Called a tellurometer, it measures distance by bouncing radio beams between two points. Its inventors say it will even work through a dense fog.

But the most surprising solution which the geodesists have found to the problem of mapping the earth is simply to ignore the earth as it is. They have learned to distrust its outward physical look and to devise a theoretical world of their own devoid of all natural wonders. No lofty mountains, no breathtaking canyons, no majestic rivers mar their detached geodetic view. They have converted all these ups and downs into a pair of complicated scientific concepts which they have named the geoid and the ellipsoid.

Compared to the ellipsoid, the geoid is easy to understand, although that is not saying very much. The geoid exists in the geodesist's imagination as a globe which bears only a partial resemblance to the earth as we know it. Its surface represents the mean level of the sea. On it are ridges and depressions which represent not mountains and valleys but the force of gravity, whose effects are mysterious and complicated. Sometimes at a point on the earth where a mountain towers, the force of gravity is greater than at sea level and the geoid's surface is raised at this point. But in some cases, depending on the composition of the earth's crust, the force of gravity is diminished on a mountain and it shows as a slight dip in the geoid. Similarly, a canyon in the ocean floor may appear on the good as a slight bump.

This makes for an odd-looking globe. But the geoid serves as an abstract model of the earth with all the outer frills removed. The geodesist refers all measurements of height and distance not to the natural earth but to this geoid. On it he establishes what are called geodetic control points, locations he has punned down on the geoid by every trick at his command and then transferred to his maps as a guide for plotting all other locations and computing

all distances from it.

The ellipsoid is even more abstract, and there is some suspicion in nongendetic circles that the geodesists have made up the whole thing as a kind of esoteric password to keep everyone else from understanding what they are doing. Essentially an ellipsoid is a complicated mathematical equation for computing the earth's size and shape. Although geodesists must deal with astronomy, geography, physics and geology in their calculations, primarily they are mathematicians and must, like all mathematicians, reduce all their findings—including the geoid—to abstract formulas which

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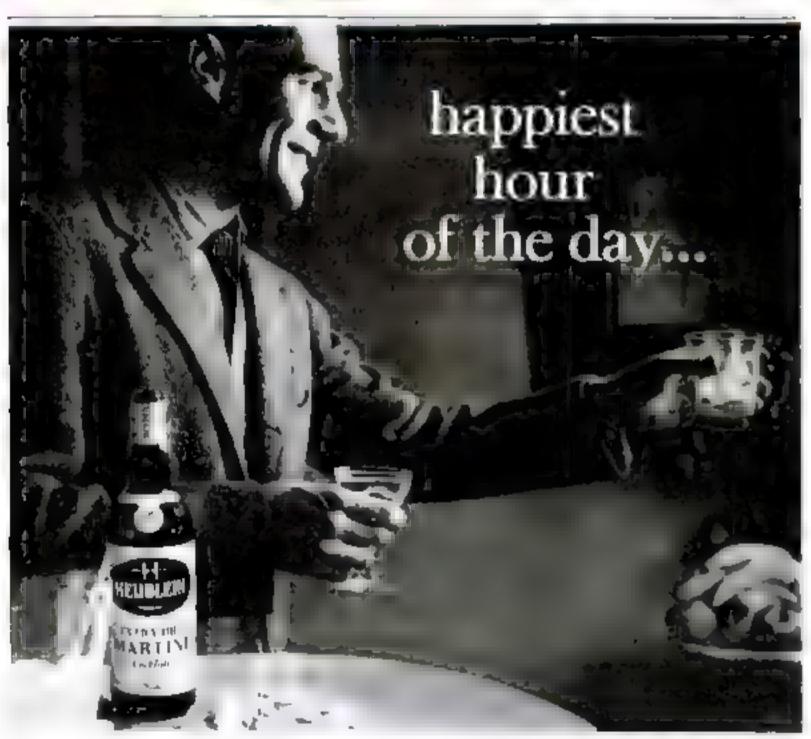
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DEMONSTRATING HIS ELLIPSOID, which is expressed by equation on board, Geodesist Floyd Hough computes the relationship between the distance from the center of the earth to the equator ("a") and the distance from the center to the poles ("b") to determine the degree to which the earth flattens toward the poles. The solid circle represents the earth's assumed shape as revealed by the ellipsoid. The dotted line represents the good, which follows an irregular path depending on changing pull of gravity over the earth's surface.

MAPPING THE EARTH CONTINUED

can be tinkered with on big electronic computers. There are several ellipsoids in existence. Until recently the U.S. geodesists have been using an ellipsoid which was conceived by a man named Hayford back in 1909. The English and French and Russians all have their own individual ellipsoids, all based on local theories and all subject to change as new measurements are pinned down. In the current race to map the earth geodesists are anxiously trying to find out who has the best ellipsoid, the one which most accurately expresses the earth in pure mathematical terms.

Despite his use of abstract theory, the geodesist is no mere laboratory paper-shuffler. Sometimes he must also, as in Africa, be an experienced explorer. Most of the great uncharted areas of earth, in Africa and Australia and near the poles, are in this category precisely because they are so remote, and even dangerous, that they

have never been adequately explored.

The geodesist must often be a man of action too. The U.S. found this out in World War II when its Army fought for months along the French-German border. Two-thirds of its long-range artillery targets were so far over the horizon and behind the German lines that there was no way to observe where the shells were landing. The artillery commanders had to plot gun positions and the target on a map, compute the distance between the two points and aim the guns at this range. If the maps had pinpoint accuracy the shells should, in theory, hit the target. But many shells went astray simply because some of the Army's maps were not sufficiently accurate. Perfectly good maps showing U.S. gun positions in France, for example, did not jibe with maps showing the enemy targets in Germany. The U.S. Army lacked the most vital information needed to correct the maps: geodetic control points in Germany which could be matched up with control points on the maps of France. The Germans had done the necessary surveying work, but the information was classified and was not on any of the maps that the U.S. Army could lay its hands on.

The Army sent out a call for its geodesists. One of them, a scholarly major of engineers named Floyd Hough, who had served as a U.S. government and oil company geodesist for 20 years, organized a small group of experts, scrounged some Army vehicles, and went up to the front. Following the U.S. infantry into city after city, often under enemy fire, the Hough team swooped down on German universities and institutes, scooped up all the maps and geodetic survey information in sight, converted them quickly to the U.S. military map system and handed their findings to the artillerymen.

The gunners' aim improved immediately.

A cloak and dagger coup

In the spring of 1945 Hough, who was still on the lookout for captured German data, performed a second map miracle which some of his fellow scientists later acclaimed the greatest coup in the history of geodesy. Scouting around Germany in cloak and dagger fashion, Hough heard about a huge cache of military maps



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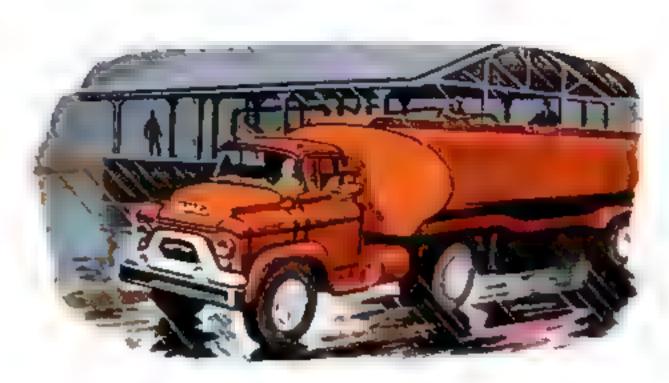
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exact measurer for geodesists, the tellurometer, a radar-like device, computes the amount of time which a radio microwave takes to travel from one mobile unit (left) to another and back. This enables the device's operator to determine the precise distance between the two points.

MAPPING THE EARTH CONTINUED

and geodetic data captured from the Russians. The Germans had brought them back from the U.S.S.R., then had hidden them away. Hough looked everywhere for the cache. The German military men, even though already defeated, would not help the Americans. Hough's team kept snooping. Finally, on the basis of a chance remark one of Hough's men overheard in a hospital for wounded German soldiers, Hough took up a scent which led him to the remote Thuringian village of Saalfeld. His men had to search the entire village before they found the prize—and no wonder. The Germans had hidden it in an old warchouse in a back alley. When Hough finished sorting it out, the military and geodetic data proved to be a bit musty and smelly but still useful.

The adventure was not over. Though the U.S. Army had captured Saalfeld, the village was scheduled to be turned over to the Russians as part of their zone of occupation. Hough knew that the Russians would never let him keep the rich haul. He also felt sure that they would find out where the Germans had hidden it and would come running to recover it as soon as they could take over the village. Hough hurriedly borrowed trucks from a U.S. artillery unit and the last of them loaded with data was just clearing one side of the village, rushing for the U.S. zone, when the Soviets moved

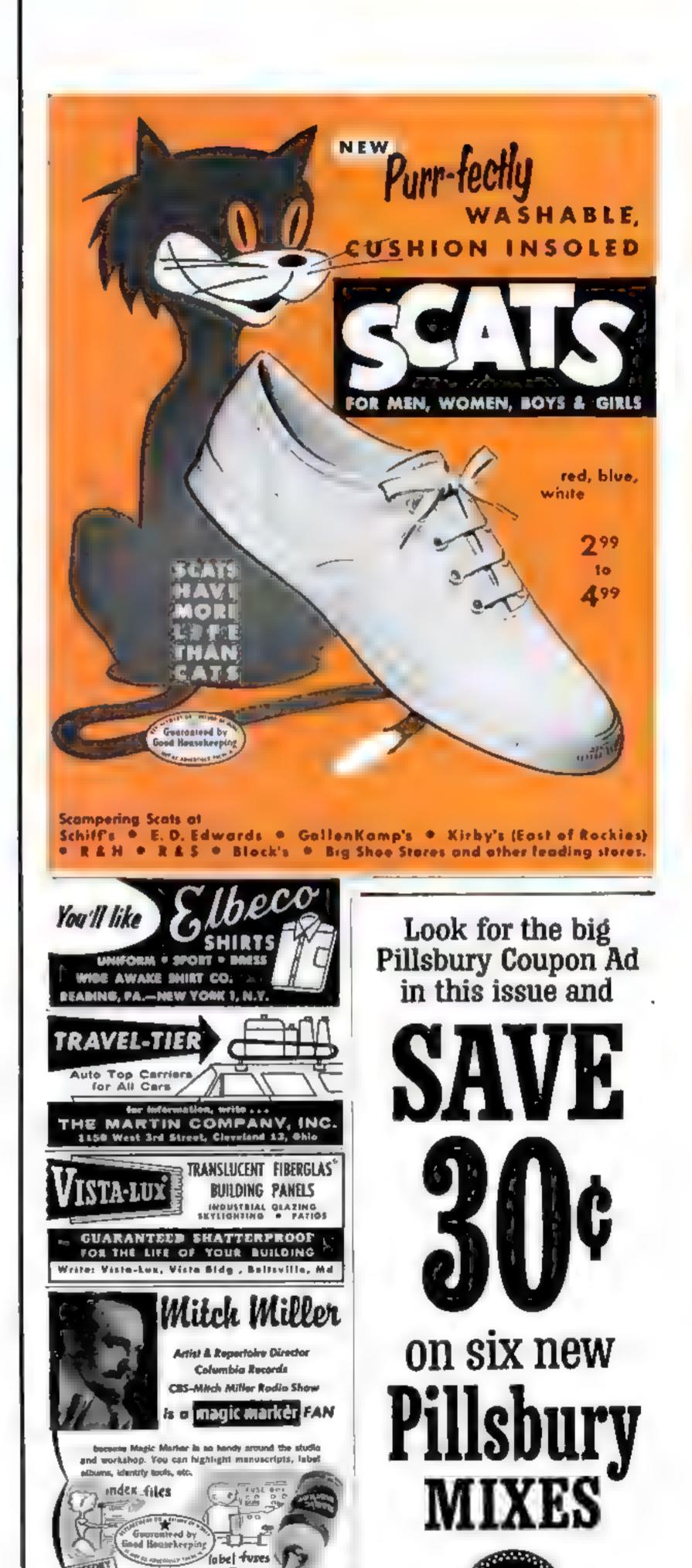
in with their tanks on the other side.

A single map system for Europe

ALL these bits of knowledge were later pieced together with maps and geodetic data which Hough's team picked up in other parts of Europe from Spain to Sweden. Creating a single European map system, a project the Germans had started during the war and which Hough urged the freed Europeans to continue, involved the conversion of more than 10,000 separate maps covering more than 400,000 square miles into one map system. The finished product, which replaced the chaos of separate systems the nations of Europe had been jealously clinging to for centuries, forms the first standardized military map of Europe ever made. It could be of incalculable value to NATO troops in the event of a European war.

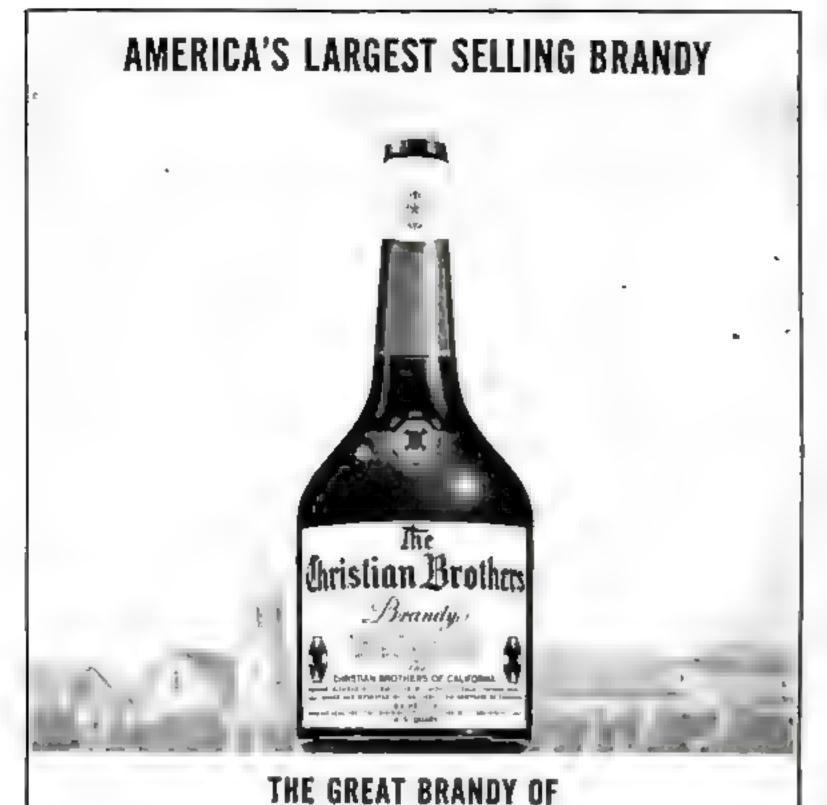
Floyd Hough came out of the war a lieutenant colonel and headed the burgeoning Geodetic Division of the Army Map Service until his retirement last year. For his geodetic exploits he was given the Legion of Merit and the Exceptional Civilian Service Award, the U.S. Army's highest civilian employe award. A new ellipsoid, which U.S. geodesists are now adapting to replace the old Hayford Ellipsoid, has been named the Hough Ellipsoid. Hough has also gained notice in another part of the world. At a recent international meeting of geodesists in Toronto he was introduced by his colleagues to the leading geodesists of Russia, who have only recently begun attending international conferences. One Russian delegate eyed the American with cold politeness. "We have heard a lot about you, Mr. Hough," he said.

"Since the war," says one geodesist, "our field has boomed and shot up just like prices." All three military services have been busy with projects. The Army now has teams working their way across the deserts of Libya to determine the precise size of Africa and where it lies in relation to adjacent continents. The U.S. Navy is contributing in its way—by measuring gals. The word gal, which was recently coined by geodesists in honor of one of their patron



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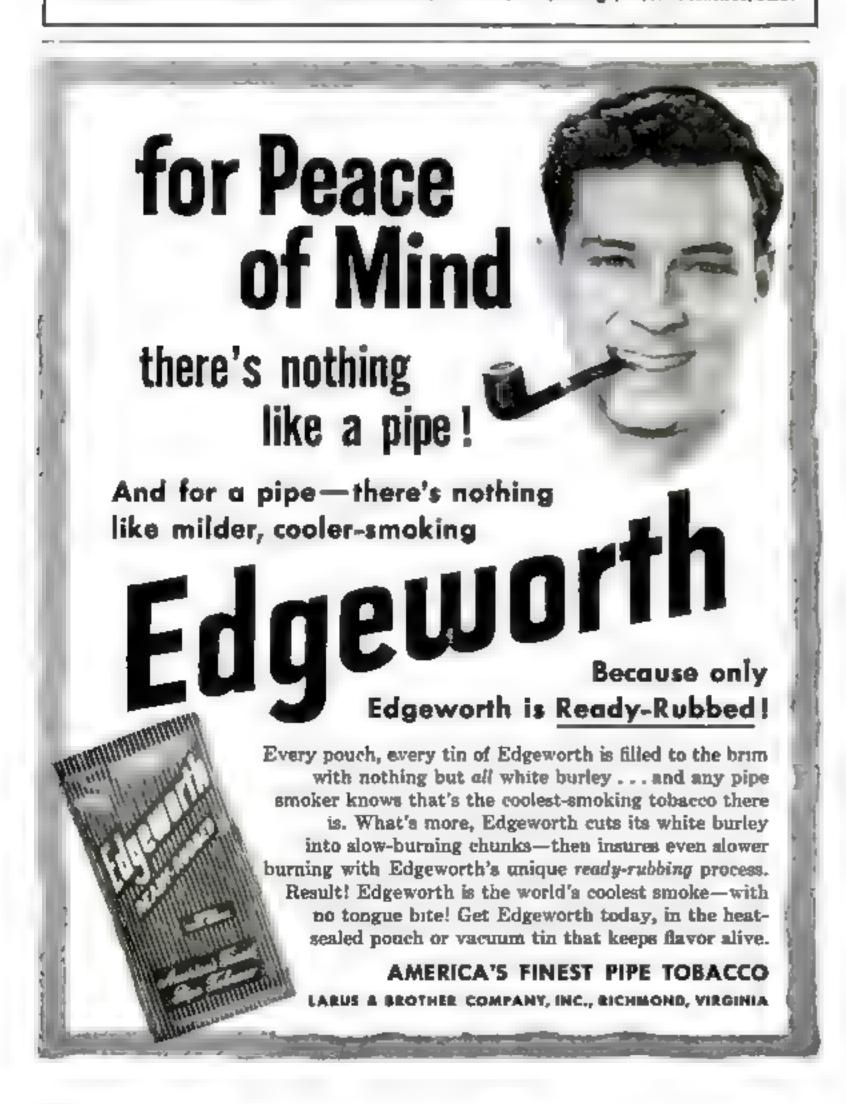
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PERILS OF GEODESY were felt by member of a geodetic party in Colombian jungle who was hit by an arrow shot by Motilone Indiana. Surgeons at a near-by hospital removed the arrow from chest and returned the man to his work.

MAPPING THE EARTH CONTINUED

saints, Galileo, signifies a standard measure of gravity. Since the variation of gravity from place to place helps geodesists determine the earth's shape and size, the Navy measures gals in order to pin down the location of remote islands too far from the mainland to be located accurately any other way. Such computations should prevent recurrence of the trouble the Navy had in World War II when it found that some of the Pacific islands it was about to attack, like the Marshalls, were as much as 10 miles from where the

charts put them.

The Air Force has devised an aerial surveying technique called "Hiran," which can be used over long expanses of water, icecap and inaccessible jungle. Hiran is an improved form of the World War II technique which directed bombers to their targets by transmitting a high-frequency radio signal from the planes to stations on the ground and back again. The total time required for the signal to make the round trip indicated how far the bomber was from the ground stations—and thus from its target. In an ingentous application of this system to geodetic survey, Air Force ground crews set up mobile radio stations in the area to be mapped. The Hiran-equipped planes fly repeatedly over the area to determine the location of each ground station and its distance from known stations on the mainland. Once the position of the outpost is known, it can be marked accurately on the maps or aerial photographs of the assa as a control point. The planes then go out on another leg to determine the position of still more stations until a solid network of known points and distances has been built up.

The Air Force men have had their adventures too. On tiny Aves Island in the Caribbean, which had to be pinpointed to form part of a geodetic link between North and South America, giant sea turtles came lumbering up onto the beach like Army tanks to lay their eggs, charging ashore and knocking down radio masts as they

advanced.

Thousands of miles to the north a huge bear invaded a Hiran mission's camp and made off with all the food.

"Send more food," the men radioed to their commander.

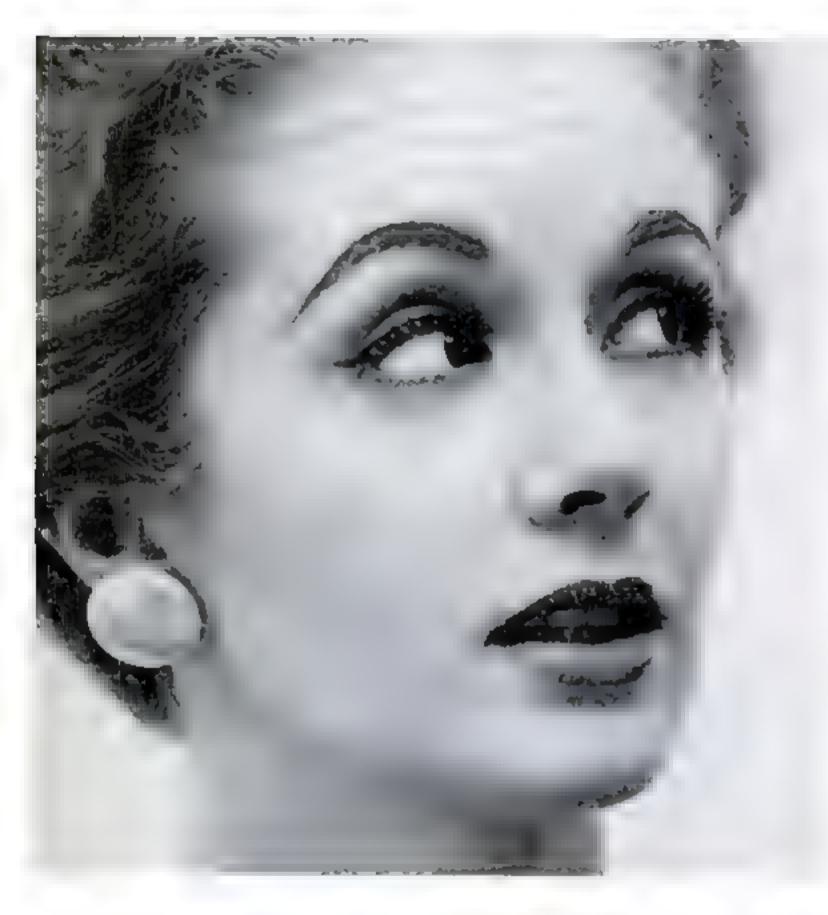
"Eat bear," ordered the commander but sent the food anyway. Despite all these efforts much geodetic work remains to be done and many places in the world are still misplaced. For this reason, the geodesists are especially excited over the advent of manmade satellites. A satellite, soaring tirelessly around the earth in a fixed orbit, its speed and altitude both predictable, is just the kind of expert long-range measuring tool geodesists dream about. By photographing the satellite against the stars, astronomers can plot its exact orbit. They can also determine its position at any given moment. Then, by recording the precise time at which the satellite passes over a given spot, the geodesist can find out exactly where on earth the spot hes. Thus a satellite can act like a mirror, reflecting the earth as it revolves around it and revealing to scientists down below facts they had never known before. It can determine

the length and breadth of oceans and continents, the exact circum-

ference of the earth and the earth's real shape.

ромонико

What calories are non-fattening?



All the calories that you use up are non-fattening

The average adult <u>uses</u> <u>up</u> about 2,500 calories every day

There are only 18 calories in a teaspoonful of sugar

And sugar often helps you eat fewer calories

Why new concept of lasting weight control calls for normal use of sugar

One of the nicest things about nutrition research is that it so often gives us the reassurance that we've been right all along in enjoying the foods we like.

This is just what has been happening in the case of one of our best liked foods—your old friend sugar. And here, in the answers to your questions, are some of the reasons we're lucky that we do like it.

Q. Why can most people use a normal amount of sugar—without counting calories or worrying about their waistlines?

A. Ideally, you should spend a calorie as energy for every calorie taken in as food. In healthy, normal-weight adults, appetite keeps calorie input balanced with energy output without any conscious effort. Remember, calories that are spent for energy can never be deposited as fat. The only kind that can are the surplus calories that come from overeating.

Q. How about sugar in weight-control diets?

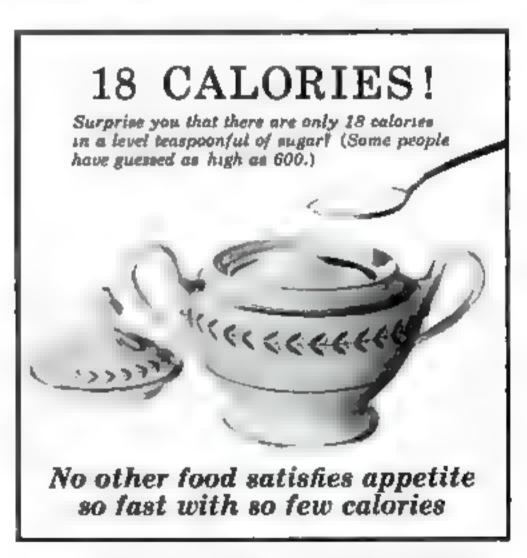
A. For people who have a tendency to gain weight easily, successful lasting

weight control is a matter of "re-educating" the appetite to the point where you feel satisfied with just the right amount of food. This is almost impossible to do with stop-and-go dieting, by changing to foods that you do not normally eat, or by experimenting with misleading "eatall-you-want" diets. The most successful program is the easiest to follow. You eat the same foods you normally do. Don't cut out anything you like-simply cut down. Sugar, due to its great satiety value, makes it easier to cut down, keep your appetite happily satisfied with smaller portions and without second helpings.

Q. How about "sugar-free" foods and no-calorie sweeteners?

A. These products have been tried and found wanting in an important study of overweight people made by a leading university. It was found that people who gave up sugar entirely lost no more weight than those who used sugar regularly in their diets. The scales did not show that people were losing weight by using artificial sweeteners—even after three years of use.

Q. Whether you want to slim down, or simply to stay as slim as you are, isn't it good to know that there's no real need, no valid scientific reason to deny yourself the unique satisfaction that only sugar—nature's own pure-food sweetener—can supply?



SUGAR INFORMATION, INC. New York 5, New York

All statements in this message apply to both cane and best sugar



NEW PEP NEW POWER

Frees sticky rings and valves

Get increased pick-up and improved engine performance! Casite—the "tune-up in a can"—through the air intake or added to gasuline, restores split-second valve timing and full compression.

Prevents hydraulic lifter trouble

Casite keeps valve lifters clean and free-working. Just put a pint in the crankcase every 1,000 miles, and with every oil change

Assures safe, smooth break-in

New and rebuilt engines wearin smoothly and safely with Casite in the oil. Penetrates tight spots eliminates overheating, scoring.

Cuts start-up wear

Speeds oil flow—protects closelyfitted parts during warm-up periods. Almost doubles engine life,

Gets rid of sludge and gum

Casite removes gum and goo— KEEPS the engine clean—increases power, improves performance, saves gas and repairs, too.

Results guaranteed, or double-your-money-back!

Get Casite at your service station, garage or accessory store.



HASTINGS MFG. CO., HASTINGS, MICH., Piston Rings, Oil Filters, Spark Flugs









UNGAINLY TOWER is hoisted into position on shore of Baffin Bay in Greenland as a part of Air Force measuring of the North Atlantic by means of Hiran.

MAPPING THE EARTH CONTINUED

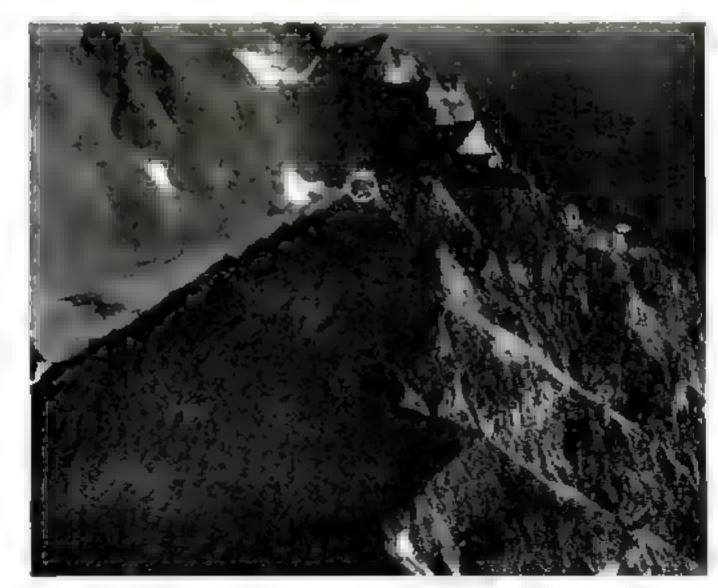
The satellite, then, can help win the race to map the world. At the moment. American scientists do not know for sure whether the Russians have been doing this kind of work, but they assume they have. The Soviet Sputniks have been launched in orbits which are more likely to pay off in geodetic knowledge than those used by Vanguard or the Explorer satellites. The U.S. satellites have had to be fired from Cape Canaveral at a different angle—missing the poles, for one thing—in order to avoid hitting populated areas with early stages of the rockets.

This at least means that the Russians are aware of the geodetic value of a satellite. Their American colleagues consider Soviet geodesists to be clever, thorough and up to date. As in recent scientific endeavors, their comparative position is improving all the time. Russia is now turning out an estimated 500 new geodesists each

year, compared with only three in the U.S.

But though this fact disturbs U.S. geodesists, they are disturbed even more by the fear that the military implications of their work may be misconstrued by the public and by their colleagues abroad. They need access to foreign lands, some of which are neutral in the cold war, to fill out the blank spaces in their measurement. They fear that this might become difficult if the idea got around that all they were up to was making sure the U.S. could hit distant points with ballistic missiles.

Like the atomic scientists who unlocked the mysteries of nuclear power and then watched mournfully as it was used to frighten the world, the geodesists maintain that the peaceful uses of their art far outweigh its military ones. It is simply high time, they feel, and in the best interests of the kind of scientific knowledge which may help lead to peace, that everybody should know exactly how big and how round the world really is, and where everyone and everything upon it is really located.



LONELY OUTPOST (circle) on a mountain on coast of Greenland formed part of Air Force Hiran link between U.S. and Europe via Iceland and Scotland.



These airlines...

...and other commercial operators fly the fast, luxurious, four-engine Douglas DC-6, DC-6B, or new DC-7 series airplanes:

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> SLICK AIRWAYS SOUTH AFRICAN AIRWAYS SWISSAIR

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UNITED AIR LINES
WESTERN AIR LINES

*Flying soon

More people and more airlines fly Douglas than all other airplanes combined





Get home quicker with a round-tripper by DC-7

Whatever your reason for getting home sooner...

Take the fast one...the DC-7

With its top speed a remarkable 410 miles an hour, the DC-7 wings you with velvet swiftness across the oceans, across the continents—anywhere in the world!

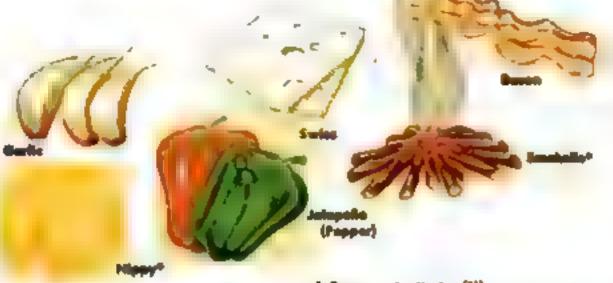
There's unbeatable luxury and comfort, too. The spacious DC-7 cabin is pressurized, air conditioned, soundproofed and tastefully appointed to make your travel completely restful.

Next trip, get there sooner, more comfortably—by DC-7. See why more people and more airlines fly Douglas than all other airplanes combined!

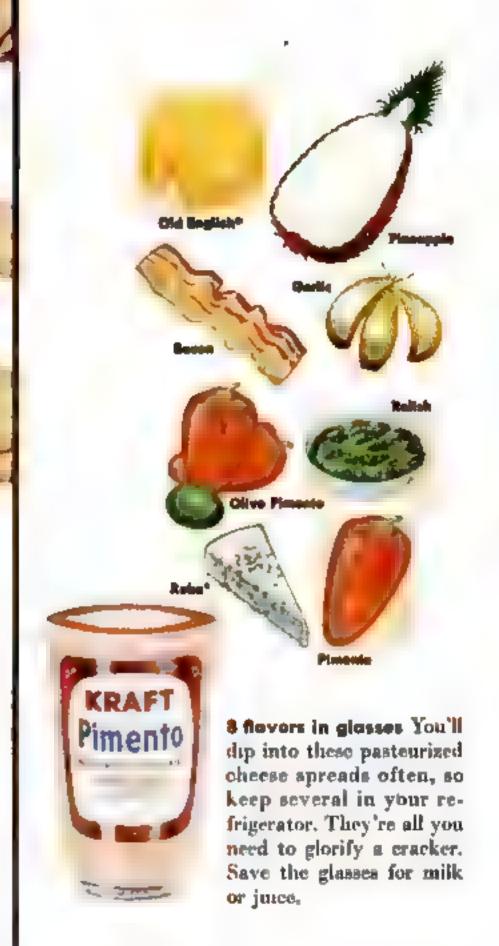




It's not as easy as it looks. You'll find many of the flavors come in more than one style. They sound so good, you'll want to try them soon. Whether you like your cheeses sharp or mellow and mild, you'll find there are many Kraft Snack Cheeses for you. How many different Kraft Snack Cheese flavors on this page? You're absolutely right if you've counted nineteen!



6 flavors in links These seaty pasteurized process cheese foods are shaped precisely to fit a cracker. See how easy it is to slice them for toast rounds or little crackers.





S flovors in pyrex cups
Here are five flavors of
pasteurized process
cream cheese for sandwiches or little snacks.
All are mild flavored,
smooth and easy to
spread. The pyrex cups
can be used again and
again.



Cover Brand
Expended

A Price toket

Landout toket

A Price toket

2 flovors in wedges Sample these gourmet favorites . . . Louis Rigal Roquefort imported from France and Crown Brand Swiss Gruyere. Discover, too, the many other fine imported cheeses in the dairy case brought to you by Kraft.



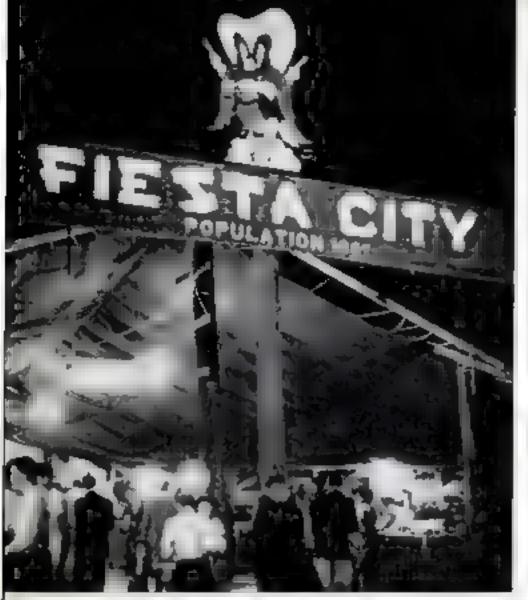


very special for company or when you want to treat yourself. These pasteurized Neufchatel cheese spreads come in brilliant foil cups. When you're ready to serve them you just set them out!

5 flavors in party snock

*Kraft Trademark

Kraft Snack Cheeses at your case



FIFSTA ENTRANCE lines the 5,000 visitors of the week straight three tentes, mintry store,

A Collegiate Celebration in a False-Front Town

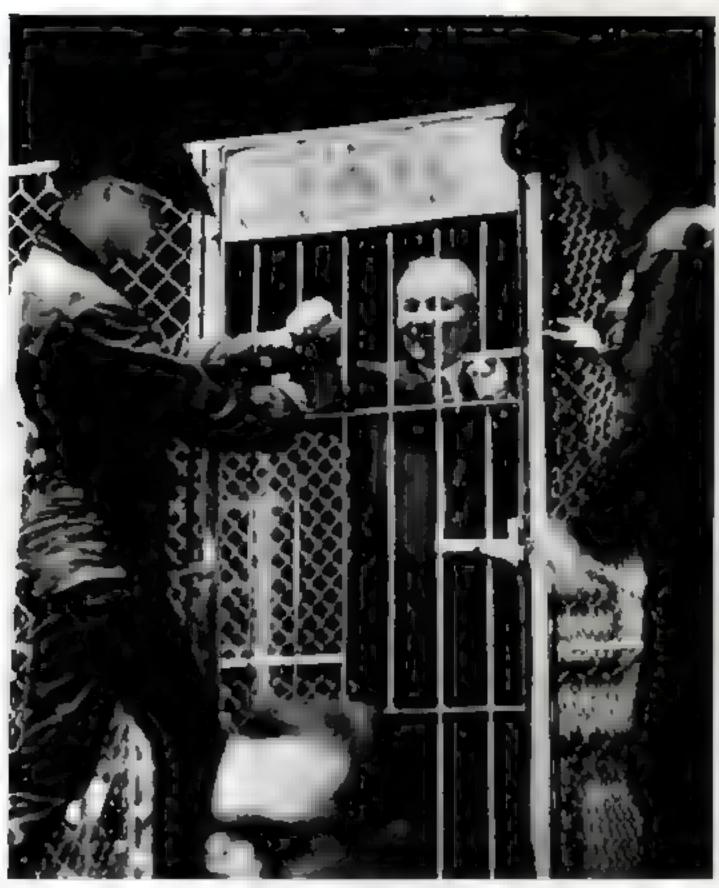
For three days recently the University of Houston canceled all classes and most students cut the rest of the week too. They needed all their daylight hours to work on the university's 'Frontier Fiesta — and much of the night to enjoy it. For fiesta the students built a talse-fronted early Western town that the governor actually chartered as a city for the week.

There university fraternities, sororities and other solvent student groups put on 11 shows, ranging from cancin acts to salires on the old

West. Yankees caught in town after dark were gleefully jailed and everyone was forced to turn in their 'Yankee' money. Ten cents 'Yankee' brought \$10 tonfederate, the only current vaccepted as legal tender in the fiesta. Despite a tornado warning the first night, the efficial censors who kept the shows decorous and an enforced 12-30 curfew, the shows made \$75,000 for the students. With the profits they plan to buy, an ong other things, suchers at bus stops so they can rest up in the shade.

CASE OF BAYOU QUEEN. WHICH PUT ON SHOWBOAT SHOW SINGS FROM IMPRESSIVE FACADE CONSTRUCTED FOR FIESTA, INSIDE, HOWEVER, ROOF LEAKEN

COLLECTATE CELEBRATION CONTINUED



JAILING THE BOSS, student shortly lock up forcersty President Clanton Williams The sitem Montgomery. May but they be used into the argue Yankees.



RICKING HIGH, care in galls from Cal Ources, sorority and through their act at the Silver Moon challer. They gay severalize from performing size a significant

TOWN SQUARE WAS JAMMED EAGUEVENING, HARDEST DRINK SOLD WAS APPLE CIDER. ACADS MITTERS COLLD BLY PEZZAS FOR 1630 CONFEDERATE



Wonderful Dial Soap?

You bet! Dial works wonders for your complexion.

Just as it does in your bath! The very same formula that destroys odor-causing bacteria also sweeps away skin bacteria that make complexions misbehave. Wonderful Dial!



FOOTLOOSE HIGH OVER PARIS

This footloose Frenchman is working at the top job in Paris, A TV antenna specialist named Yvon Calvez, he is installing a transmitting aerial on the top of the Eiffel Tower. Below his dangling feet, 1,050 feet down, is the city's left bank. The Seine runs through the middle of the picture and at right center is Les Invalides with its broad esplanade. In order to frame the feet and the view, Photographer Jean François Tourtet climbed up as high as the TV man, then straddled a crossbar, and in spite of a noticeable swaying of the tower, made his picture. Calvez found the Eiffel Tower installation pretty routine, not nearly as frightening as the job he had putting a TV aerial on top of an observatory in the Pyrences. It wasn't the altitude that bothered him there but the fact that he constantly had to beat off vultures.





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